



# ***SSHRA Conference Proceedings 2022***


Email: [convener@eurasiaresearch.info](mailto:convener@eurasiaresearch.info)

Website: <https://sshraweb.org/>



# Online Live International Conference


## 26 January 2022



To continue - We changed gears

Eurasia Research Online Live International Conference  
26th January 2022

SSHRA – Social Science and Humanities Research Association



<p><b>Upcoming online conference</b></p> <p>Dubai Barcelona Paris Singapore Amsterdam London Kuala Lumpur</p>	<p><b>Participants from 10 countries</b></p> <p>Contact us: Phone: +91 7290808650 Email: <a href="mailto:convener@eurasiaresearch.info">convener@eurasiaresearch.info</a> <a href="https://sshraevents.org/sshra">https://sshraevents.org/sshra</a></p>	<p><b>Benefits</b></p> <ul style="list-style-type: none"><li>• Networking Experience</li><li>• Certification</li><li>• Proceedings</li><li>• Publication</li><li>• Safety</li></ul>
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**Video link for the Live Conference: [Click Here](#)**

**Participants from following countries**



# **Online Live International Conference 21<sup>st</sup>**

## **February 2022**



To continue - We changed gears  
Eurasia Research Online Live International Conference  
21<sup>ST</sup> February 2022  
SSHRA – Social Science and Humanities Research Association




<b>Upcoming online conference</b> Barcelona Paris Singapore Amsterdam London Kuala Lumpur	<b>Participants from 10 countries</b>  Contact us: Phone: +91 7290808650 Email: <a href="mailto:convener@eurasiaresearch.info">convener@eurasiaresearch.info</a> <a href="https://sshraevents.org/sshra">https://sshraevents.org/sshra</a>	<b>Benefits</b> <ul style="list-style-type: none"><li>• Networking</li><li>• Experience</li><li>• Certification</li><li>• Proceedings</li><li>• Publication</li><li>• Safety</li></ul>
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**Participants from following countries**



# Online Live International Conference 23<sup>rd</sup> March 2022



To continue - We changed gears  
Eurasia Research Online Live International Conference  
23<sup>rd</sup> March 2022  
SSHRA – Social Science and Humanities Research Association



<b>Upcoming online conference</b> Amsterdam London Kuala Lumpur Berlin Paris Prague Singapore	<b>Participants from 08 countries</b>  Contact us: Phone: +91 7290808650 Email: <a href="mailto:convener@eurasiaresearch.info">convener@eurasiaresearch.info</a> <a href="https://sshraevents.org/sshra">https://sshraevents.org/sshra</a>	<b>Benefits</b> <ul style="list-style-type: none"><li>• Networking Experience</li><li>• Certification</li><li>• Proceedings</li><li>• Publication</li><li>• Safety</li></ul>
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**Participants from following countries**






# Online Live International Conference 03th

## August 2022



To continue - We changed gears  
Eurasia Research Online Live International Conference  
27th April 2022  
SSHRA – Social Science and Humanities Research Association



<b>Upcoming online conference</b> Kuala Lumpur Berlin Paris Prague Singapore Bangkok Budapest	<b>Participants from 12 countries</b>  Contact us: Phone: +91 7290808650 Email: <a href="mailto:convener@eurasiaresearch.info">convener@eurasiaresearch.info</a> <a href="https://sshraevents.org/sshra">https://sshraevents.org/sshra</a>	<b>Benefits</b> <ul style="list-style-type: none"><li>• Networking Experience</li><li>• Certification</li><li>• Proceedings</li><li>• Publication</li><li>• Safety</li></ul>
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Video link for the Live Conference: [Click Here](#)

Participants from following countries



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Social Science and Humanities Research Association (SSHRA) is an international community of researchers, practitioners, students, and educationists for the development and spread of ideas in the field of social sciences and humanities.

SSHRA is promoted by Eurasia Research. SSHRA aims to bring together worldwide researchers and professionals, encourage intellectual development and to create opportunities for networking and collaboration. These objectives are achieved through academic networking, meetings, conferences, workshops, projects, research publications, academic awards and scholarships.

The driving force behind this association is its diverse members and advisory board, who provide inspiration, ideas, efforts and drive collaborations. Scholars, Researchers, Professionals are invited to become a member of SSHRA and join this ever-growing network, working for benefit of society and research with the spirit of sharing and mutual growth.

#### Salient Features:

- 
- 15000 + and growing network of professionals
  - Professional and Experienced team
  - Conferences in Asia, Europe & Africa
  - Events at reputed institutes and grand venues
  - Life-time membership
  - Strong Social Media Platform for networking
  - Young Researcher Scholarships
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Sorana Vătavu, Department of Finance, Faculty of Economics and Business Administration, West University of Timisoara, Timisoara, Romania



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Boonshan Sangfai	Faculty of Political Science, Thammasat University, Bangkok



Dr. Jari Martikainen	Ph.D. (Art History), M.Ed., M.A. Lecturer of Visual Culture Studies, Ingman College of Crafts and Design, Finland
Petro Van der Merwe	Associate Professor: Department of Psychology, University of South Africa, South Africa
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Cell Dilon	Associate Director of English Studies, Stamford International University, Thailand
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Arthur McNeill	Faculty (MA TESL), Global Citizenship/Languages, Webster University Thailand
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## **Preface:**

Social Science and Humanities Research Association (SSHRA) is a global group of scholars, academicians and professionals from the field of Humanities and Social Sciences for encouraging intellectual development and providing opportunities for networking and collaboration. This association achieves its objective through academic networking, meetings, conferences, workshops, projects, research publications, academic awards and scholarships. The association is driven by the guidance of the advisory board members. Scholars, Academicians, Professionals are encouraged to freely join SSHRA and become a part of this association, working for benefit of academia and society through research and innovation.

For this conference around 40 Participants from around 9 different countries have submitted their entries for review and presentation.

SSHRA has now grown to 17000 followers and 10000 members from 80 countries.

Membership in our scholarly association SSHRA is chargeable.

List of members: <https://sshraweb.org/membership/list-of-members/>

Membership Application form link: <http://sshraevents.org/membership?association=sshra>

Proceedings is a book of abstracts, all the abstracts are published in our conference proceedings a day prior to the conference.

You can get our conference proceedings at: <https://sshraweb.org/conference/proceedings/>

We hope to have an everlasting and long term friendly relation with you in the future.

In this context we would like to share our social media web links:

<https://www.facebook.com/eurasiaresearch/>

You will be able to freely communicate your queries with us, collaborate and interact with our previous participants, share and browse the conference pictures on the above link.

Our mission is to make continuous efforts in transforming the lives of people around the world through education, application of research & innovative ideas.

**Editor: Dr. Davis Lazarus**

## **KEYNOTE SPEAKER**



### **Navidreza Ahadi**

PhD, Full-time Lecturer, Researcher, King Mongkut's Institute of Technology Ladkrabang Business School, Bangkok, Thailand

Topic – Impact of Non-Fungible Tokens (NFTs) in the Digital Economy

Navidreza Ahadi has served on various national and international conferences and workshops as a keynote speaker and conference chair. He is currently a full-time lecturer at KMITL Business School and part of program committees for BBA in entrepreneurship. His research interests include organisation performance, mineral mining, and management, smart jewellery and technology management. A young ambitious professional with a passion for teaching, research, technology management and business analysis. His broad range of experience in academic and corporate shaped him to be able to work in a multicultural environment driven by continuous learning and persevering in global short and long-term objectives. He has been based in South East Asia for the past 14 years. A strong believer in teamwork, learner by nature and as we live in the era of digital transformation, he believes in business transforming and sustaining and improving through innovative technologies. He is proficient in Quantitative Analysis for Management, Introduction to Business Finance, Introduction to Marketing, Introduction to 21 Century Citizenship, Information System and Management and Cross-Cultural Management.



## **KEYNOTE SPEAKER**



**Kenneth Lee**

Professor, Asian Religions, California State University, Los Angeles,  
California

Topic: Buddhism and Equality

Kenneth Lee is the Professor of Asian Religions at California State University, Northridge in the Department of Religious Studies. Born in South Korea and raised in Los Angeles, Dr. Lee teaches courses in Asian religions, Buddhism, and introductory courses in religion. He earned his A.B. in Psychology from Occidental College, M.Div. from Princeton Theological Seminary, and M.Phil. and Ph.D. in Buddhist Studies from Columbia University. His book, *The Prince and the Monk: Shotoku Worship in Shinran's Buddhism*, SUNY Press, traces the evolution of Shotoku worship in Japanese Buddhism.

## **KEYNOTE SPEAKER**



### **Dr. Rebecca Natrajan**

Senior Lecturer Roehampton University and Ulster University  
Partnership Programme London QAHE, London, UK

**Topic: “Importance of workplace relations.” Discussion From the  
Cultural Perspective**

Rebecca Natrajan is a passionate lecturer and believes in continuous learning. Currently works as Senior Lecturer in the department of Entrepreneurship, Module leader, Research supervisor, Personal tutor and SFHEA mentor at QAHE London for University of Roehampton and University of Ulster Partnership programmes. She co-ordinates projects such as Student magazine at QAHE, Global business club for students, Research team organisers for Staff. Modules delivered by Rebecca includes, International Entrepreneurship, Business planning, Entrepreneurial development, Entrepreneurial opportunity, Career Entrepreneurship, Organisational Behaviour, Innovation and Entrepreneurship, Graduate Enterprise and Managing innovation. Personal Branding is one of her recent interests as her Personal branding workshops delivered by her at British Academy of Management 2019 conference at Aston University was highly appreciated by the PDW participants. She uses different teaching methods such as case studies, EDP games, videos and other techniques to engage the learners and to enhance their learning experience. Rebecca Natrajan presented paper in conferences and delivers Master Classes, Personal development workshops for students and staff. She is appointed as a Chair for Special Panels, Symposium and Seminar for GBATA 2020 conference to be held at Istanbul Turkey.



## **KEYNOTE SPEAKER**



### **Mohd Noor Azman Othman**

Deputy Vice-Chancellor, Research and Innovation, Kolej Universiti  
PolyTECH MARA (KUPTM), Kuala Lumpur Malaysia

Topic: Thriving the pandemic: Thriving in the Post Pandemic: Online  
Education Best Practices

In his 32 years' experience as an academic, he has been involved in so many teaching and research activities including consultation. Among others, he was appointed by the Malaysian Ministry of Education as the lead researcher on assessing the benefit of an online learning platform to be enrolled on the secondary education system. He was also appointed as the lead consultant on reviewing the Malay Chambers of Commerce strategic planning. Currently being the DVC for research and innovation at the university he is responsible for overseeing the research grant application, research activities and also publication.

## **KEYNOTE SPEAKER**



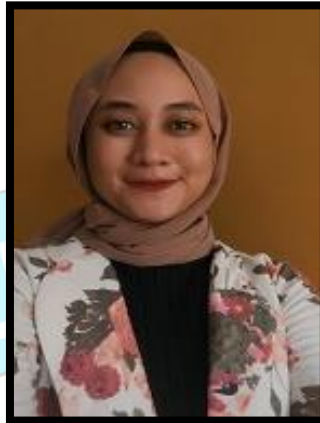
**Prof. Ljiljana Marković**

HOD, Megatrend University, Belgrade

### **Working from Home: Economic, Social and Cultural Aspects**

Advisor to the Rector, Megatrend University, Belgrade. Full Professor in Japanese Studies and Associate Professor in Economics. Educated at Cambridge University and Chuo University. Awarded the Minister of Foreign Affairs Prize in 2010 by the Government of Japan (Gaimu Daijin Sho), for a special contribution to development of Japanese Studies as an academic discipline and furthering of cultural ties between Japan and Serbia. In the course of forty four years of working at the Faculty of Philology, University of Belgrade ( 1976 2020), Professor Markovic educated over 700 Japanese Studies Major students, 57 Magisters and Masters in Japanese Studies in the field of Language, Literature and Culture, as well as mentored 14 successful PhDs in Japanese Studies, and 3 Doctoral Students in Economics. She is author to a large number of academic publications in the field of different aspects of Japan's civilisation testifying to its unique vitality.

## **KEYNOTE SPEAKER**



### **Cut Maya Aprita Sari, S. Sos., M.Soc. Sc**

Lecturer, Political Science Department, Faculty of Social and Political Science, Universitas Syiah Kuala-Banda Aceh-Indonesia

Topic: Why Ethnic Rebels? The Veil of Ignorance and the Ethnic Revival in South East Asia

Cut Maya Aprita Sari, S.Sos., M.Soc. Sc has served as a lecturer and researcher at the Political Science Department of Universitas Syiah Kuala Banda Aceh since 2013. She received her Master in political science majoring in ethnicity and Acehnese conflict. She was admitted as an awardee of the Aceh Government Scholarship 2019. Currently, she is a PhD student at the Institute of Ethnic Studies, Universiti Kebangsaan Malaysia. Her research interests are Political Theory and Philosophy, Conflict and Peace Studies, Ethnicity, Identity and Nationalism. She proved her ability to carry out independent studies on particular issues in society and later published them in the local media such as newspapers, magazines, and numerous academic journals. Those are interesting pieces of her genuine works on ethnicity, conflict, and identity.



## **KEYNOTE SPEAKER**



**Seetha Sagarán**

**Personal Development Trainer, Lifestyle Consultant, Motivational Speaker, Mentor, UAE**

**Topic: The Role of Metamorphosis in Life**

Seetha Sagarán is a Personal Development Trainer, Lifestyle Consultant and Motivational Speaker with a background in English, Psychology, Counselling (including Crisis & Trauma Counselling, (U.K), Hypnotherapy, Metaphor Therapy and Teaching Children with Special Needs (U.K). She is also a Licensed Practitioner of Neuro-linguistic Programming (N.L.P) from The Society of Neuro-Linguistic Programming (U.S.A). A member of Toastmasters International (U.S.A) for the last 16 years, she is also a Distinguished Toastmaster (D.T.M.). Seetha is a co-author of the motivational book "Your Dose of Motivation". Published in 2020, in the book, she has shared some of the lessons from her life and attempted to simplify the concept of self-motivation. She is also a co-author of the recently published motivational book "Women Who Inspire". This book brings together 27 personal stories from 27 authors worldwide, who share with the readers some of the most valuable life learnings that have helped them in their life. A recipient of Global Training & Development Leadership Award - 2017, Exceptional Women of Excellence Award – 2020 and Iconic Women Creating a Better World for All Award – 2020, the key focus of her training/motivational workshops, programs and keynote sessions are on individual development through interactive learning and mutual empowerment. Seetha's training programs and motivational sessions also emphasize the attainment of inner peace, well-being, and participants' confidence. She has conducted Corporate, Educational, and Social Service & Welfare Training Workshops/Motivational Sessions in U.A.E, India, Seychelles, Canada and the U.K. She has also attended conferences in the U.A.E, India, Sri Lanka, Singapore and Italy as a Keynote/Motivational Speaker. Seetha has also presented virtual keynote and motivational sessions in conferences conducted in the Netherlands and Australia. The key focus of her unique training/motivational workshops, programs and keynote sessions are on individual development through interactive learning and mutual empowerment.

## **KEYNOTE SPEAKER**



**Assoc. Prof. Marek Matejun, PhD, DSc.**

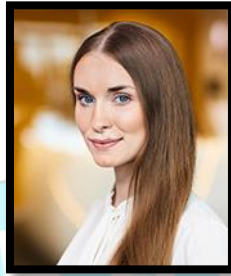
Faculty of Management, Department of Entrepreneurship and  
Industrial Policy, University of Lodz, Poland

### **Topic: Servitization as a Prospective Concept for the Development of Small Business**

Marek Matejun is an Associate Professor in the Department of Entrepreneurship and Industrial Policy at the Faculty of Management, University of Lodz, Poland. He received his Ph.D. from Lodz University of Technology (2006) and D.Sc. (Habilitation) from the University of Lodz, Poland (2016), both scientific degrees in management sciences. His research interests focus on entrepreneurship and small business management, modern concepts and methods of management, strategic management as well as a research methodology in management sciences. He is the author or co-author of over 180 scientific publications. He has participated in many polishes and international research projects and also in research visits at universities in Finland (2019), China (2017), the United Kingdom (2016), Belgium (2013), and Czech Republic (2013). He is editor-in-chief in the PEOPLE: International Journal of Social Sciences (India) and an associate editor in the World Journal of Management (Australia) and University Scientific Notes (Ukraine). He closely cooperates with Eurasia Research and holds the position of the President of the Social Science and Humanities Research Association (India). He is also a member of the Academy of Management (USA), the European Association of Methodology (Germany), and the Polish Economic Society (Poland). He gave many keynote speeches at international conferences, e.g., in Paris (2021, 2017), Tokyo (2020), London (2020, 2019), Prague (2019), and Venice (2019). For his research activity, he has earned many Polish and international scientific awards.



## **KEYNOTE SPEAKER**



### **Weronika Wojturska**

ML, PhDc, Doctoral School in the Social Sciences in the discipline of legal science, Principal Investigator within 'Diamond Grant' of the Ministry of Education and Science, Warsaw University, Poland

#### **Topic: Administrative Agreement as an Institution on the Verge of Public-Private Partnership - a Comparative Study**

Weronika Wojturska is a Ph.D. candidate at the Doctoral School of Social Sciences in the discipline of legal science, Principal Investigator within 'Diamond Grant' of the Ministry of Education and Science at the Warsaw University (Poland,) and graduate and scholarship holder of the Marcus Lutter German Law School run by the Rhenish Friedrich Wilhelm University of Bonn. She is a five-time laureate of scholarships and grant programs of the Ministry of Science and Higher Education "Diamond Grant" (2019-2023), "The best of the best!" (2018-2019; 2019-2020) for exceptionally gifted young scientists. She is the author and co-author of over 40 scientific publications, including articles published in national and international scientific journals and papers presented, e.g., in the Czech Republic (2019), Ukraine (2018), Portugal (2022), Israel (2018), Canada (2019), Japan (2019), Australia (2019). She is a winner of the "Student Nobel Prize" in 2019 in the 10th National Competition for the Best Student of the Republic of Poland in the field of socio-economic sciences and the "Pro Juvenes" award in the category of outstanding "Student Scientist" during the 8th Gala of the Student Community Awards of the Students' Parliament of the Republic of Poland in 2020.

## **KEYNOTE SPEAKER**



**Sandra Rahman**

Professor of Marketing, Department of Marketing, College of Business, Framingham State University, Framingham, MA, USA

**Topic: Trends in Consumer Behavior, Disruptive World Events, And the Social Responsibility of Organizations to Navigate A Way Forward**

Dr. Sandra Sutherland Rahman is a professor of Marketing and former chair of the Department of Business at Framingham State University, USA. She has published on international firm/stakeholder discourse regarding labor conditions in developing countries as well as issues related to stakeholder responsibility. Her dissertation is entitled “The Global Stakeholder's Message, The Firm's Response, and An Interpretation of the Ensuing Dilemma: From Tin Sheds to Brick Houses was based on the trade relationship and decision-making influence of stakeholders on Bangladeshi garment manufacturers and US importers regarding the use of child labor. Dr. Rahman is active in promoting entrepreneurship and new business opportunities to undergraduate students in the US and abroad through guest lecturing, organizing a business plan competition in Bangladesh, and teaching workshops to faculty and students in Malaysia and Indonesia. Dr. Rahman has taught summer workshops on Teaching with the Case Study Method at the University Technology of Malaysia as well as marketing classes in Bangladesh, China, and Malaysia. She has created and led over 10 international faculty-led trips and was instrumental in developing the Doing Business Abroad course at FSU where students studied on campus at FSU and then traveled to China, Russia, and Brazil. For the past 25 years, she has continued her research and regularly presents her work at domestic and international conferences around the globe.

## **KEYNOTE SPEAKER**



### **Dr. Mohd Norazmi bin Nordin**

Ph.D., Lecturer, Pusat Kajian Pendidikan dan Kesejahteraan Komuniti, Fakulti Pendidikan, Universiti Kebangsaan Malaysia (The National University of Malaysia), Bangi, Selangor, Malaysia

Topic – Special Elements and Values Needed in Leadership for Special Education

Dr. Mohd Norazmi bin Nordin holds a doctor of philosophy (PhD) degree in special education leadership. Former academic teacher at Batu Pahat Special Education School, Johor, Malaysia. Successfully completed PhD studies within two years. Currently working as a special education lecturer at the Center for the Study of Education and Community Wellbeing, Faculty of Education, Universiti Kebangsaan Malaysia (The National University of Malaysia). He is also the founder of SKAF-Style Quick Thesis Writing Techniques which has greatly helped undergraduate and doctoral students in completing their theses. Receive invitations from various universities in and outside Malaysia as speakers and keynote speakers for international conferences and seminars. He is also Editor in Chief of a special education journal and as an editorial board in five international journals.



## **KEYNOTE SPEAKER**



**Dr. Maria Teresa Matriano**

Assistant Professor, Middle East College, Al Rusayl, Knowledge Oasis,  
Muscat, Oman

Topic – The Future of the SMEs (Small-Medium Enterprise) -  
Growing Business Online

Dr. Maria Teresa Matriano is a Principal Investigator of Funded Research Projects, Author and Academician. She had been Training Institute Administrator for twenty years drafting academic policies while collaborating with members of higher education. She has expertise in teaching Entrepreneurship, Strategic Management, MBA dissertation writing, and UG Projects. She has acquired certification from Oman SME-MOHE as a Certified Entrepreneur Educator; and was the adviser of Middle East College's team to C.E.O, Florida, U.S.A. Global Pitch Competition where the team captured the first-place position last October 2021. She's also an Associate Editor of the Global Journal of Research Publication

## **KEYNOTE SPEAKER**



### **Reese Wong**

Founder of ISSIA HK, Community Coordinator at AmCham HK, Content Manager at Ashoka, Public Speaker (WHF London & AISC 2021), UNESCO HK Youth Ambassador, Hong Kong

**Topic: Global Citizenship Education: Creating a Generation of Youth Change makers**

Reese Wong is a young changemaker and Founder of ISSIA HK ([issiahk.org](http://issiahk.org)), a youth-led nonprofit that champions global citizenship education, empowering young changemakers through peer-to-peer and project-based learning. Since 2019, ISSIA has involved over 300+ students from 80+ schools in Hong Kong and beyond, launching 30+ projects surrounding SDG 4 and 17. Reese's work has been featured on the World Economic Forum, Nasdaq, SCMP, RTHK and more. Reese is currently a UNESCO HK Youth Ambassador and was a Youth Delegate at UNITE 2030 and YOUNGA 2021. As a speaker, he has spoken at 30+ engagements, including the World Humanitarian Forum and the Asia Pacific International Schools Conference. As a passionate advocate for youth empowerment and the Sustainable Development Goals, he aims to lead, innovate and catalyze long-term social impact. He currently works at Ashoka, the world's largest community of social entrepreneurs and is a Enlight China Fellow at the Watson Institute.



## **KEYNOTE SPEAKER**



**Victoria Dunaeva**

The Co-founder and head of Activus Aspectus Innovative Laboratory,  
Warsaw, Poland

Topic: "Emotional Awareness: Overcoming the Effects of Childhood  
Trauma"

Victoria is a Sociologist, clinical psychologist, communication and emotional skills trainer, conference speaker. She is the author of research papers in the field of sociology of education, the psychology of health, personal development in international scientific publications (Inter-Disciplinary Press, Oxford, United Kingdom; "Civilization of health", Independent School of Philosophy and Social Studies, Poland). She is the member of the Editorial Board of the international magazine "Psychophysiological Research: Theory and Practice". She is the lecturer and author of workshops in regular sessions "Knowledge, Development, Health" (Cracow, Poland).

## **KEYNOTE SPEAKER**



### **Dr Vincent La Placa**

Associate Professor of Public Health and Policy at the University of Greenwich and Senior Fellow of the Higher Education Academy, Park Row, London

#### **Topic: Research and Social Theory**

Dr Vincent La Placa is Associate Professor of Public Health and Policy at the University of Greenwich and Senior Fellow of the Higher Education Academy (HEA) and teaches on various modules concerning social theory and research methodologies. He was a Senior Research Consultant at the Department of Health (now DHSC) where he managed the qualitative strand of the Healthy Foundations Life-stage Segmentation, one of the largest pieces of qualitative research conducted by Government. He has currently been working on a series of academic peer reviewed journal articles around public health and wellbeing and has also co-edited a book, "Wellbeing: Policy and Practice" with Anneyce Knight, formerly Associate Dean for Global Engagement at Bournemouth University, and Dr Allan McNaught, formerly Associate Professor, at Hamdan Bin Mohammed e-University in Dubai, published in 2014. He is also currently co editing and writing a book (to be published by Routledge), entitled, "Social Science Perspectives on Global Public Health". Dr La Placa was recently appointed an Honorary Fellow of Eurasia Research's Teaching, Education and Research Association (TERA).

## **PRESENTERS**

(Applicants & Participants)



**Federico Maria Jelo Di  
Lentini  
ERCI070**

### **The Dimension of Land Waste in the Lombard and Italian Regulatory Context**

Federico Maria Jelo Di Lentini

Department of Political and Social Sciences, University of Catania, Italia, Europe

#### **Abstract**

This paper aims to analyze the environmental impact of waste as a degeneration within the sociological phenomenon of consumption. Specifically, the present paper analyzes the waste phenomenon of one of the most important resources that our ecosystem gives us: the soil. Particularly, how the soil consumption has appeared to be in the Italian context, in the last two years, will be demonstrated. The current Italian regulatory framework put in place by political, national and regional institutions, will also be described; in order to limit the progressive spread of this form of consumption of primary resources. In the last paragraph, the main draft laws currently under discussion in the Italian Parliament whose aim is to effectively combat the spread of Italian soil consumption will be analyzed in detail. Currently, the legislative processes that could have resulted in a national law have been interrupted due to the lack of interest from our legislator, which instead has focused on the current pandemic crisis that has plagued the entire world over the past two years.

**Keyword:** Soil Consumption; Unsustainable Consumption; Urban Sprawl; Urban Regeneration; Rural Sociology; Urban Sociology.

#### **Introduction**

A type of consumption that has grown considerably in recent years is the soil<sup>1</sup>, caused by the progressive increase in urbanization. "A soil in natural conditions provides human beings with the ecosystem services necessary for their livelihood: supply services (food and biomass, raw materials, etc.); regulatory services (climate regulation, carbon capture and storage, control of erosion and nutrients, regulation of water quality, protection and mitigation of extreme hydrological phenomena, etc.); support services (physical support, decomposition and mineralization of organic matter, species habitat, biodiversity conservation, etc.) and cultural services (recreational services, landscape, natural heritage, etc.). At the same time it is also a fragile resource that is often considered with little awareness and reduced attention in the assessment of the effects of the loss of its functions; the incorrect agricultural, zootechnical and forestry practices, the settlement dynamics, changes in use and local effects of global environmental changes can give rise to severe degradation processes that limit or wholly inhibit the functionality of soil and often become apparent only when they are irreversible, or in such an advanced state that its restoration is extremely costly and economically unprofitable"<sup>2</sup>.

At a national level, the latest edition (2020) of the report published by the SNPA<sup>3</sup> in July last year, reported a further loss, compared to the previous year, of about 57 km<sup>2</sup> of Italian territory. This consumption of soil seems to be at about 2 m<sup>2</sup> per second. By dividing the number of Italian



inhabitants by the square meters of already cemented land, it is possible to deduce that each Italian citizen corresponds to about 135 square meters of concrete. As stated ut supra, land consumption is a phenomenon that logically should go hand in hand with the population growth, but in the case of Italy it is not quite so. In fact, with a population growth of about 420 thousand units, in the country, in 2019, cement covered another 57 million square meters more than the previous year.

"The cementification continues, in our country, as already illustrated in previous editions and as confirmed by this year's report, and is still unrelated to housing needs and the need for urban and social regeneration. On the contrary, much land is also consumed where the population stagnates, in a national context of demographic recession and in the metropolitan belt municipalities and intermediate areas, which have now become a veritable land of means reached with difficulty by the services and with the problems of social inclusion and identity already known. The correlation with real estate values, with the aim of observing the concentration patterns of land transformations in areas already densely urbanized, makes it clear that real estate value and annuity still represent a significant driver, in those free areas of our cities which, moreover, represent a valuable resource for environmental and social sustainability"<sup>4</sup>.

The report of the SNPA shows that about 7.7% of the Italian territory was waterproofed<sup>5</sup> (made buildable and then subtracted from nature). It is a portion of the Italian peninsula equivalent almost to the entire Lombardy region (about 23,000 km<sup>2</sup>). It seems that the artificialization of the Italian national territory in 2019 has worsened compared to the previous year. In 2018, in fact, about 51 km<sup>2</sup> of territory were waterproofed more than the previous year (6 less than recorded in the last report of SNPA<sup>6</sup>). Based on the trend recorded in recent years, it is possible to estimate that, in the next 30, the new land consumption rate could be around 1,461 km<sup>2</sup>. In recent years, this increase in soil consumption has been mainly suffered by the agricultural territory (66% affected by the phenomenon). The phenomenon affected the national urban areas are 27%<sup>7</sup>.

However, in order to understand the seriousness of the phenomenon in question, it is important to analyze SNPA data from another perspective. The report in question established that the proportion of the national territory affected (directly or indirectly) by the phenomenon of land consumption is 38,8 % within an altitude of 60 meters above sea level; 51,9 % within 100 meters, and 71,2 % within 200 meters. Which, therefore, means that almost the ¾ of the Italian territory within 200 meters altitude are affected by the phenomenon of land consumption<sup>8</sup>. "At regional level, the highest percentages recorded, within the impact areas at 100 m, are in Puglia Campania, and Emilia-Romagna (respectively with 68.0%, 63.5% and 61.9%). For the impact area at 200 m, the regions with the highest percentages were still Apulia and Emilia-Romagna with 86.9% and 83.2%, followed, slightly exceeding 80%, Campania (80.9%) and Sicily (80.7%)"<sup>9</sup> (Figure 1).

Regione	Superficie impattata dal suolo consumato (% 2018)		
	60 m	100 m	200 m
Piemonte	35,7	49,0	69,0
Valle d'Aosta	14,1	19,7	31,2
Lombardia	45,7	58,4	75,9
Trentino-Alto Adige	20,1	27,4	41,2
Veneto	47,0	59,3	75,4
Friuli-Venezia Giulia	37,1	48,0	63,4
Liguria	39,0	51,1	70,8
Emilia-Romagna	46,5	61,9	83,2
Toscana	37,4	51,0	73,0
Umbria	35,6	49,2	71,3
Marche	42,1	57,7	79,9
Lazio	42,3	54,4	71,7
Abruzzo	30,8	41,5	58,1
Molise	33,9	47,3	69,3
Campania	49,7	63,5	80,9
Puglia	51,8	68,0	86,9
Basilicata	29,0	41,4	63,1
Calabria	32,9	45,2	65,2
Sicilia	43,3	58,9	80,7
Sardegna	26,2	37,9	59,2
Italia	38,8	51,9	71,2

Figura 1 Percentage of land area directly or indirectly impacted (at a distance of 60, 100 and 200 meters) from the ground consumed in 2019. Source: ISPRA calculations on SNPA cartography. Source: REPORT 2020 SNPA.

The SNPA report unfortunately also shows how the consumption of soil in Italy is a phenomenon that affects the areas of the peninsula most affected by seismic and hydrogeological risks. The regional primacy belongs to Sicily, which is the Italian region with the highest rate of growth in soil consumption (in percentage terms) in areas of hydrogeological risk<sup>10</sup>. The Italian region that seems to get closer to the goal of having an increase in the consumption of land equal to zero is the Valle d'Aosta, which, compared to the previous year, recorded an increase of only 3 hectares of land built. At the municipal level, the Italian city that in the last year has consumed more land is the capital. Rome, in fact, in the last year, has undergone an increase of urbanization of 108 hectares, confirming the record that still holds for these last few years (since 2012 to date, the waterproofed surface of the municipality of Rome has grown by 500 hectares in total). In third place is the city of Catania; the Etnean capital in the last year consumed another 48 hectares of land. As for the city of Milan, the positive trend has already started in recent years. As recorded in 2019, it had a consumption of natural soil equivalent to less than one square hectare. The constant increase in cement production in the Italian territory clearly leads to a progressive decrease in total agricultural production. In fact, the Report "confirms that the greater impact of land consumption occurs at the expense of the main functions that is the regulation of natural cycles (in particular hydrological), the production of goods and raw materials (which, in this case, They fulfill primary needs such as water and food) and the absorption of human production waste (in this case the CO2 deriving from production processes)"<sup>11</sup>.

It is estimated<sup>12</sup> that in the last 8 years (from 2012 to 2020), due to the consumption of arable land, about 3,700,000 quintals of agricultural products have been lost, which would correspond to about 7 million euros of net losses. The damage caused by the constant consumption of soil is numerous and unrelated to the purely economic data. The problems caused by the constant consumption of soil are also environmental in nature. With less land available each year, farmers are forced to try to maximize the agricultural output of the funds at their disposal. This, therefore, encourages them to use chemical fertilizers, thus ultimately contributing to increasing the environmental problems associated with their disposal. Finally, it is important to take into account the fact that the problem of the progressive increase in land consumption aggravates further environmental problems, such as that of the so-called urban heat island due to the phenomenon of urban sprawl (urban expansion)<sup>13</sup>. Many scientific studies, some of which are conducted in Italian cities<sup>14</sup>, show that the most urbanized areas are generally warmer than the surrounding areas (such as the countryside).

A number of factors contribute to raising the temperature in urban centers, such as building materials or roads in urban areas (cement and asphalt retain much more heat absorbed by the sun during the day than wood or earth, for example<sup>15</sup>). Also, generally, less natural ventilation develops in the urban context than in the countryside, which helps to keep urban areas warmer, which certainly aggravates the phenomenon of global warming. This progressive degradation of the national territory violates one of the rights guaranteed by the Italian Constitutional Charter, namely Article 9: "The Republic promotes the development of culture and scientific and technical research. It protects the landscape and the historical and artistic heritage of the nation"<sup>16</sup>. From the reading of the article in question it is clear the importance given by the Constituent Assembly to the national landscape, so elevated to good constitutionally guaranteed. It not only represents a fundamental resource for the tourism sector of the Italian economy, but also contributes significantly to the physical and psychological well-being of citizens. Despite this, the data reported by the SNPA report shows us that Article 9 of the Constitution is constantly being disregarded. The difficulty in controlling the growing phenomenon of land consumption in Italy is partly due to the same Italian institutional system, characterized by a marked fragmentation of the various competences on the subject, which consequently leads to a fragmentation of policies, objectives and work plans, resulting in conflict between the various bodies involved. Only recently some Italian regions have intervened (independently from the state authority) with special laws to counter the growing phenomenon of land consumption.

**Regional Interventions to Tackle the Phenomenon of Soil Consumption in Italy.**

Only recently some Italian regions have intervened (independently from the state authority) with special laws to counter the growing phenomenon of land consumption. Between these



they figure that Tuscany is the first among all to take part on the topic with the regional law of November 10<sup>th</sup>, 2014, n. 65<sup>17</sup>, whose objective declared that article 1 is to dictate "the rules for the governance of the territory in order to ensure the sustainable development of activities compared to the territorial transformations induced by them, also avoiding the new land consumption, the preservation and enhancement of the territorial heritage as a common good and the equality of rights to the use and enjoyment of the good itself, respecting the requirements linked to the better quality of life of present and future generations". The Tuscany region was followed by the Lombardy region in 2014<sup>18</sup> and, in 2018, by the Piedmont region<sup>19</sup>. The law was approved by the Lombardy region on November 28<sup>th</sup>, 2014. The 31st of that year, is explicitly finalized to dictate "provisions to ensure that land-use governance instruments, in compliance with sustainability and land-use minimization criteria, prioritize building interventions towards already urbanized areas, degraded or decommissioned in accordance with Article 1 of Regional Law No. 12 of 11 March 2005 (Land Government Law), which is under-utilized for retraining or regeneration, including with a view to promoting and not compromising the environment, the landscape and agricultural activity, in accordance with Article 4c of Regional Law No. 31 of 5 December 2008 (Consolidated text of the Regional Laws on Agriculture, Forestry, Fisheries and Rural Development)"<sup>20</sup>. The present law therefore deals with the problem of land consumption, which is well aware of the fact that it represents a "non-renewable resource, a common good of fundamental importance for the environmental balance, the protection of health, agricultural production for human and/or animal nutrition, the protection of natural ecosystems and defense against hydrogeological disruption"<sup>21</sup>. The norms dictated by the Lombardy region in the law n. 31 of 2014, on the base of the definition in it brought back of the concept of ecological budget of the soil<sup>22</sup>, have the declared (and ambitious) scope "to achieve on the territory of Lombardy the target set by the European Commission to reach a net land occupation of zero by 2050"<sup>23</sup>. The present law defines the phenomenon of land consumption, referring broadly to the definition given by the 2020 report of the SNPA (ut supra), identifying it as "the transformation, for the first time, of an agricultural area by an instrument of land government, not connected with agro-forestry-pastoral activity, excluding the creation of territorial urban parks and including the construction of municipal infrastructure; Land consumption is calculated as the percentage ratio between the areas of the new areas of transformation that result in a reduction of the agricultural areas of the current urban planning instrument and the urbanized and potentially urbanized area"<sup>24</sup>. The objective, stated by the regional legislator in Article 1 above, is pursued through the realization of a series of intermediate steps including the determination, in the context of the Regional Territorial Plan (PTR), the methods by which to establish the parameters to assess the

phenomenon of land consumption, and parameters on the basis of which to subsequently plan local urban interventions<sup>25</sup>. Regional legislation also provides for the institutionalization of a series of incentives for local governments and private individuals<sup>26</sup>. In addition, in 2014 the Lombard legislator made appropriate changes to the regional law n. 12 of 2005 (Law for the government of the territory). These are changes of address, such as the amendment made to paragraph 3 bis of art. 1 in which the words "The Region, in collaboration with the provinces and other local authorities, promotes, through the planning tools provided for by this law" are replaced by "The Region promotes the pursuit, in the instruments of governance of the territory, the priority objective of land consumption reduction and urban regeneration, to be implemented in collaboration with municipalities, the metropolitan city and the provinces"<sup>27</sup>; but these changes also concern the monitoring of the phenomenon in question and the future planning necessary to combat it. Thus, for example, the letter d) of the first paragraph of art. 4 of the regional law of 31/2014 establishes that the third period of paragraph 1 of article 5 of the regional law n. 12 of 2005 is replaced with the words: "The Centre shall draw up an annual report on its activities in relation to the application of territorial governance rules, including a report on the state of land consumption and the most significant territorial transformation processes resulting from the urbanization process; the report shall also include any suggestions for legislative and regulatory updating and shall indicate any issues related to the implementation of territorial governance instruments; the report shall be forwarded to the Regional Council and the Regional Government". Article 5 of this Regional Law also provides for detailed rules to govern the action of local governments in the transitional phase (subsequently extended until 31 December 2017). This transitional arrangement established a moratorium regime, in the event that local administrations deviated from the Territorial Government Plan (PGT)<sup>28</sup> ; also provided for an acceleration of the administrative procedures relating to the approval of the implementation plans resulting from the projections made through the current town-planning instruments<sup>29</sup>.

Finally, this Regional Law provided for an increase in the contribution to be paid for obtaining the building permit (the so-called construction contribution), that is to say, the increase to be applied until the definitive adjustment of the TMP<sup>30</sup> (the paragraph in question was subsequently repealed by art. 11, comma 1, let. d) of the L.R. 26th November, 2019, n. 18). With regard to this transitional regulation was then issued, a few months later, a statement by the

Regional Directorate of the Territory (n. 50 of 2015)<sup>31</sup> the purpose of which was precisely to clarify certain points relating to the rules governing the transitional phase referred to in art. 5 of the L.R. 31/2014.

It intervened on a number of points, such as, for example, on the subject of ongoing planning procedures, on possible variations to be made to the Territorial Government Plan, any plans to implement it, and the matter of increasing the construction fee. The text of Regional Law No. 31 of 2014, was subsequently amended by the regional legislator. Some of them were introduced by the L.R. n. 15 and 16 of 2017, both entered into act on May 26<sup>th</sup> of that year. Precisely the first introduced art. 4 paragraphs 2e and 2f, which provide respectively that the incentive measures provided for in the preceding paragraphs of Article 4 shall be "cumulative with incentives for the promotion of renewable sources provided by state provisions and local town planning instruments, if not precluded by state legislation" (2e); and that the exemption from the charges provided for in Article 43 of L.R. 12/2005 is also provided for for the external cladding of vertical and horizontal opaque structures of existing buildings with an aim to achieving or improving transmittance values; under the regional framework for the energy efficiency of buildings (2f). The regional law n. 16 of 2017 has instead intervened modifying the art. 5 of the law n. 31 of 2014 (precisely the paragraphs 1 to 9), innovating the previous discipline on the moratorium regime of the Implementation Plans, governed by paragraphs 6 to 9; extending the validity of the Plan Documents; as well as intervening (Declaration) on the deadlines set by the previous framework for the adaptation of the Regional Territorial Plan (RDP), which subsequently follows the adaptation of the Territorial Government Plan (TDP). In the successive years they have followed various practical implementations of the law regional under examination, faces to assure of the operability of it.<sup>32</sup>

These implementing measures have determined the regulatory conditions for the concrete application of the regional law under consideration, helping to make the Lombard legislator reach the stated objective "to realize on the territory of the Lombardy the objective previewed from the European Commission to reach within 2050 to a net occupation of earth pairs to zero"<sup>33</sup>. To conclude the study on the regional law 31/2014 of the Lombardy region, it should be recalled that it has recently been the subject of a question of constitutional legitimacy. In the opinion of the Constitutional Court<sup>34</sup>, it unlawfully restricts the autonomy of local authorities (namely municipalities) in the matter of urban planning, precisely in so far as the rule in question does not allow the latter to be able to make changes or variants which in fact reduce the building projects contained in the existing planning document drawn up at regional level. The Judge of the Laws, with the sentence of May 23<sup>rd</sup>, 2019, noting the latter of the law under consideration with the constitutional principle of subsidiarity (guaranteed to articles 5, 114 Cost. ) and with the principle (also constitutionally guaranteed to art. 117, paragraph 2 letter p) Cost. ) according to which it is reserved to the exclusive legislation of the Central State, the determination of what are the fundamental tasks and functions of the municipalities, declared "the constitutional illegitimacy of the last period of art. 5, paragraph 4, of the law of



the Lombardy Region 28 November 2014, n. 31 (Provisions for the reduction of land consumption and for the requalification of degraded soil), in the text preceding the amendments made by the law of the Lombardy Region 26 May 2017, n. 16, bearing «Amendments to Article 5 of the Regional Law of 28 November 2014, n. 31 (Provisions for the reduction of land consumption and for the requalification of degraded soil)», in so far as it does not allow municipalities to make variants that reduce the forecasts and building programs in the current plan document<sup>35</sup>.

#### **National Regulatory Measures.**

At national level, we are currently waiting for a State Law that can counter the phenomenon of land consumption, in a uniform manner throughout the Italian territory. There are many proposals for reform of draft legislation, which are currently being examined by the various parliamentary committees. Some of these are subject to a review of building procedures (for example, by simplifying building parameters or authorization procedures), while other bills propose the promotion of procedures aimed at cleaning up contaminated land, and others suggest the opportunity to introduce tax incentive mechanisms to stimulate the recovery of existing buildings. There are numerous draft laws which, proposed in the last legislatures, have run aground in the course of its parliamentary process before reaching the final promulgation. Among these, one of the most ambitious (in fact, it is one of the first reform projects to have included, already 7 years ago the concept of net land consumption<sup>36</sup>), as well as strongly desired by the main trade associations<sup>37</sup>, was the bill AC/2039<sup>38</sup> submitted to the Chamber of Deputies on 3 February 2014, approved by the same branch of Parliament and transmitted to the Senate on May 13<sup>th</sup>, 2016.

It (as AS/2383) is currently being examined in the Senate committee since 31 October 2017<sup>39</sup>, but is in "a comatose state" from which it no longer seems plausible to any awakening. Among the various bills proposed over the years to counter the phenomenon of land consumption, those that currently seem to be the closest to final approval are the bill no. 164/2018 "Dispositions for the arrest of the consumption of soil, of reuse of the built soil and for the protection of the landscape", and the bill 86/2018 "Dispositions for the reduction of the consumption of soil and delegation to the Government in matter of regeneration of the degraded urban areas" whose procedures are currently being examined by the Parliamentary Committee on February 4<sup>th</sup>, 2020. As for the bill 164/2018 (the contents of which were taken from the programmatic document prepared by the Italian Forum of Movements for the Earth and the landscape called Save the Landscape<sup>40</sup>), whose parliamentary initiative is owed to Senator Paola Nugnes of the M5S, intends to provide "an effective legal definition of «soil» and «consumption of soil» and lays down the rules to protect and safeguard a fundamental common good that represents a non-renewable and non-replaceable resource in the

production of food and ecosystem services, organic matter transformation, water cycle and climate change mitigation."<sup>41</sup>

Considering the importance of soil resources for the entire ecosystem, the draft law in question in several passages stresses the impossibility of further delay by the national parliament, the problem of its constant consumption due, among other causes, to soil erosion and to its cementification. The second (Bill 86/2018), whose first signatory is Senator Loredana De Petris of the mixed group, defines soil in Article 1 "as a common good and a non-renewable resource that functions and produces ecosystem services, including the prevention and mitigation of hydrogeological disruption events, mitigation strategies and adaptation to climate change, the reduction of phenomena that cause erosion and loss of organic matter and biodiversity."<sup>42</sup> Both the draft laws considered, aim to achieve the objective of soil conservation (a precious and non-renewable resource) through the planning of policies aimed towards the reuse of the already sealed land and through urban regeneration techniques. It is precisely the principle of reusing contaminated soil that, for both reform projects, is one of the guiding principles that must guide the national legislator in regulating the matter of land government. Both, then, suggest the opportunity to apply the tools used for land planning as soon as possible, both from the urban and landscape point of view. They stipulate that, at both national and regional level, the political strategy for the development of the territory promotes and encourages the use of land for agricultural purposes, leaving the task of monitoring the phenomenon of land consumption to ISPRA (expressly provided for respectively in paragraph 6 art. 3 of Bill 86/2018; and paragraph 5 of Art. 3 of Bill 164/2018) as appropriate; with assistance in this control activity by the corresponding regional territorial protection agencies.

Although they are similar in intentions, and in part, also in the policies suggested to achieve the common objective of reducing land consumption, the two bills under consideration differ in terms of the methods of application of the strategies suggested. In fact, while Bill No. 86/2018 suggests the opportunity to proceed along a series of steps that, in the long run, will lead to the achievement of the ambitious objective set, Bill No. 164/20128 suggests to apply more rapid measures (especially considering the urgent need to address the problem as soon as possible). Article 3 of Bill No. 86 states that: "In line with the European Union's target of zero land consumption by 2050, it is defined, at regional level, the progressive reduction in soil consumption which shall be at least 20 per cent every three years compared to the soil consumption recorded in the preceding three years, both for permanent consumption and for reversible consumption". To ensure the achievement of the objectives set by the draft law in question in Article 1 paragraph 2 (or "reuse and urban regeneration, in addition to the limitation of land consumption"<sup>43</sup>), art. 4 (Reuse Priority) establishes, in the first paragraph, that the regions "adopt provisions to encourage municipalities, individual and associated, to promote urban regeneration strategies also by identifying, in planning tools, the urban areas and the abandoned productive areas to be subjected as a priority to urban renovation and building renewal.

To this end, the application of means of equalization, compensation and urban incentive shall be promoted, provided that they do not lead to further land consumption and are implemented exclusively in defined and planned areas of urbanized areas". The regulatory content provided

for in the fifth paragraph of the same Article 4 is particularly innovative. It proposes the establishment of a green belt that surrounds the inhabited areas: "Around the perimeter of the predominantly artificial and medium-density context (...) municipalities identify a «green belt» with agricultural, ecological, environmental and recreational functions, consistent with the conservation of ecosystems (...) aimed at promoting the absorption of carbon dioxide emissions from the atmosphere through the increase and enhancement of the arboreal heritage, energy efficiency, the absorption of particulate matter, and to reduce the «heat island» effect, while encouraging a regular collection of rainwater"<sup>44</sup>. Finally, Article 8 provides for incentive measures<sup>45</sup> in favor of municipal authorities that have adapted the municipal planning instruments according to the criteria and the modalities provided for in the draft law in question, and that have respected, or even exceeded, the percentages of land consumption reduction envisioned in the draft reform.

The Bill No. 164 of 2018, as seen, differs from Bill No. 86/2018 as it suggests the application of more drastic and sudden strategic measures. It provides for the immediate cessation of land consumption and the rapid modification of the planning tools available to municipalities. In fact, art. 3 paragraph 1 states that: "From the date of entry into force of this law (...) land consumption is not allowed for any destination; the settlement and infrastructure needs are met by reuse, the regeneration and reorganization of existing settlements and infrastructure" also specifying that: "The economic criterion, even if configured as a public interest, cannot be a reason to allow land consumption" placing the principles of protection and safeguarding of the territory and the landscape above economic interest. The speed with which the draft law 186/2018 suggests to intervene is also evident in the light of the provisions contained in paragraph 4 art. 4, which states that "From the date of entry into force of this law, it is prohibited to carry out construction work of any nature or purpose, even if already provided for by the existing urban planning instruments, involving, even partially, land consumption, as well as the adoption and approval of new town-planning instruments or their variants that provide for interventions of any nature and use in free areas." To achieve their own purposes, expressly disclosed in art. 1<sup>46</sup>, the draft law 186/2018 not only lays down the fundamental principles that must guide policy choices in the field of land management generically<sup>47</sup>, but, in a more pragmatic way, it sets a series of obligations for the Regions and Municipal Authorities to be met within a seemingly mandatory six months (The shortness of time foreseen by the draft law under consideration clearly highlights the procedural differences with respect to the strategies suggested by the draft law n. 86/2018).

Precisely, art. 3 paragraph 3 states that "The regions and autonomous provinces of Trento and Bolzano, within six months from the date of entry into force of this law, adapt their laws and regulations". With regard to the obligations of the municipalities, art. 4 paragraph 1 provides that "In order to implement the principle of reuse and urban regeneration (...), municipalities,



individuals or associates, within six months of the date of entry into force of this Law, shall: a) identify, in municipal planning instruments, urban areas including blocks, areas or individual buildings which, due to degrading conditions, are to be subjected primarily to measures of reuse and urban regeneration. This identification must be updated at least every two years and published on the institutional websites of the municipalities concerned; b) the drafting, certified by law, of a plan that identifies and delimits the existing urbanized area. This plan can be updated whenever necessary and is published on the institutional websites of the municipalities concerned; c) the execution of a municipal building census, certified in accordance with the law. This census shall identify buildings and real estate units for any purpose, whether public or private, vacant, unused or abandoned, specifying the characteristics and size of such buildings. It shall also indicate the quantification and qualification of existing urbanized and infrastructural areas and remaining areas not yet implemented under existing town-planning instruments, in order to create an unused public and private building stock database, available for recovery or reuse and to keep the state of land use up to date. This information shall be updated at least every two years, together with the identification and, where necessary, the plan referred to in points a) and b), and shall be published in aggregate form on the institutional websites of the municipalities concerned". Finally, it is important to stress that this draft law also empowers citizens, stressing the need for them to be the latter, in addition to local and national institutions, to make a significant effort to combat soil consumption effectively. This is evident from the provisions of the fourth paragraph of art. 1, in so far as it provides that "Public institutions shall be responsible, each for its respective competences, for the protection and protection of the soil, as specified by this Law. Every citizen has the right and the duty to contribute to the effective realization of the policies addressed to this in the interest of present and future generations". The fate of the two bills could in the future lead them to merge together, finding a meeting point between the different approaches suggested, to represent, hopefully, the first concretely effective national law to efficiently combat land consumption, in accordance with the most recent objectives set by the international community.

#### **Conclusion.**

From reading the data reported in the latest ISPRA report, it is clear that the phenomenon of the increase in land consumption in Italy, excluding very rare exceptions, is still a remarkably excessive form of waste of essential primary resources. It is necessary that the national parliament, consistent with the commitments arising from the current urgent management of all problems arising from the pandemic by COVID-19, commits itself seriously to prepare a framework law that can stop the phenomenon of consumption of national soil, so as to provide a coherent regulatory framework for local authorities (regions and municipalities) within which the latter may also legitimately intervene.

In order for the issue of land consumption to reach the top of the national political agenda in short times, and thus finally be considered worthy of commitment and attention by the policy, it is essential that the subject should be disseminated as widely as possible to the public. To deal with the political issue of the protection of national territory, as well as now being seen as a duty on the part of national institutions, can also be an important opportunity from which a number of interesting growth prospects can potentially arise from an economic and employment point of view.

Think of all the possible measures for urban regeneration, the conversion of built-up areas in a clear state of neglect or degradation, the enhancement of national agricultural production, and generally to all possible practical applications of a policy of recovery rather than that of building, that could allow to overcome the traditional obstacle hidden under the conviction that not to build necessarily corresponds not to monetize. If today Italy appears more vulnerable than

other world powers due to the various catastrophic events that have hit the country in recent decades (such as floods and earthquakes), the causes are not only and exclusively related to the phenomena of climate change, but also as a result of the management of the Italian territory in recent years. The only way to achieve the objectives established at a supranational level in the matter of land consumption, we have the utmost necessity to pass enforcement through the promulgation of a national law.

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<p><b>Yidi Zhang</b> <b>ERCICSSH2234057</b></p>	<p><b>Expectation Factors of Social Media Influencing Chinese's Fanclub in Eastern China Region with Thai Superstar to Visit Thailand</b></p> <p>Yidi Zhang Chakrabongse Bhuvanarth International Institute for Interdisciplinary Studies, Rajamangala University of Technology Tawan-Ok, Bangkok, Thailand</p> <p>Chonlavit Sutunyarak Chakrabongse Bhuvanarth International Institute for Interdisciplinary Studies, Rajamangala University of Technology Tawan-Ok, Bangkok, Thailand</p> <p><b>Abstract</b></p> <p>With widespread in Thai dramas on Chinese social media, Thai drama fans in eastern China's growing and set up a number Fanclub, the Thai star in the Chinese fans harvest high likability. In order to analysis and understand the satisfaction of Thai superstar fans in East China and the specific characteristics of their motivation intention, decision intention, activity intention and consumption intention to travel to Thailand. This study adopted the fan economic theory proposed by Zhang Qiang (2010), set the sample as fans who like Thai superstars in East China, and used a questionnaire to survey 432 people. The results of the study show that 99.54% of respondents in East China have a favorite Thai superstar and there are 395 female fans, indicating that female fans are more satisfied with Thai superstars, and the high satisfaction of fans with Thai superstars has a greater impact on their tourism consumption in Thailand.</p>



Through the analysis of this research, it can become a guide to help Thailand increase tourism revenue and help Thailand develop new products for Chinese movie fans.

**Keywords:** Thai Superstar, Chinese's Fanclub, Fan Economics

### 1. Introduction

In recent years, with the popularity of Thai dramas in China, especially with the help of new media communication platforms, the number of Thai dramas fans online has increased exponentially, especially with the help of new media communication platforms. Thai TV dramas, or Thai dramas for short, are film and television productions made by Thai actors and production teams (People's Daily Online, 2012). Weibo Thai drama fanclub, Thai drama fan forum, Thai drama Bar and other organizations have also been set up. The rapid growth of "Fans of Thai dramas" is a strong evidence and the most direct manifestation of their popularity in China (Jingjing Wang, 2016). Zhang Qiang (2010) defines fan economy as a new economic model under the media convergence, which takes emotional capital as the core and uses fan club as a marketing tool to add value to emotional capital. With the prosperous development of cultural recreation industry and the increasing number of fan groups, Thai idol has more and more influences on the behavior decision of fans. Tourism behavior caused by chasing after idols attracts people's attention. Moreover, in the field of minor tourism, a tour upsurge featured by star chasers is formed, thus bringing a new growth point for tourism economy in the special tour project market. Henry Jenkins (1992) pointed out that as the most active audience, fans always try to influence the entertainment media industry. Fans are more likely to generate consumer behavior, their spending habits are very fixed and highly predictable (Yan Liu, 2018). As a consumer group, fans have their own unique consumption environment, and their unique consumption values and consumption behaviors will be reflected in the consumption process (Fuxi Yu, 2019). Pei Lin, director of the Beijing Office of the National Tourism Administration of Thailand, stated in 2019 that Chinese tourists topped the list, reaching 10.5 million, an increase of 7%. China has become Thailand's largest source of tourists (Xie Peng, 2019).

The Thai government has always attached great importance to the development of tourism. The fan economy is also applicable to the tourism market. The principal objectives of the study were as follows.

- To identify the factors that influence Chinese Fans' satisfaction of Thai Superstar and how it is connected with visit intention of Thailand.
- To be a guideline to help Thailand to increase tourism revenue.
- To analyze my research results to help Thailand develop new products for Chinese fans.

### 2. Research Methodology

The data of this major survey be collected into primary and secondary data. It is mainly self-filled questionnaire data sent to Chinese fans through online media. The data comes from reviewing past research and data available on the Internet. Use questionnaires to collect data. The calculation of the sample size is based on the Taro Yamane (1967) sampling formula. The sample size calculation formula is  $n = N / (1 + N(e))$ . The target sample of this study was 400 Thai Superstar fans living in eastern China. In eastern China, including Hebei, Beijing, Tianjin, Shandong, Jiangsu, Shanghai, Zhejiang, Fujian, Guangdong, Hainan, Hong Kong and Macao (Fan Dai, 2009). They are China's most developed economic area as potential areas for this study. The questionnaire is mainly divided into three parts: the demographic characteristics of the respondents; the consumption behavior and consumption choices of Chinese fans who like Thai dramas and their evaluation of the factors affecting Thai tourism. The questionnaire was sent mainly to Thai fans' QQ groups, microblogging groups, WeChat groups and designated email addresses. After the questionnaire is collected, it will be presented in the form of tables, box plots, circular diagrams, etc., use mathematical and statistical methods to analyze data, mainly



using descriptive analysis. Descriptive analysis is an overall picture of an existing data set, mainly reflecting concentrated and discrete trends in the data.

### 3. Result

Based on the objectives of the study, a questionnaire was set up regarding demographic characteristics and the travel intentions of Thai Superstar fans in Eastern China to visit Thailand.

**Table 1** Demographic characteristics of survey respondents

Demographic characteristics	Dimensionality	Sample size	%	Demographic characteristics	Dimensionality	Sample size	%
Gender	Male	39	9.03%	Occupation	Business Owner	10	2.31%
	Female	393	90.97%		Farmers	8	1.85%
Age	15-20	177	40.97%		Others	7	1.62%
	21-25	178	41.2%	Marital status	Single	366	84.72%
	26-30	50	11.57%		In Love	44	10.19%
	31-35	20	4.63%		Married	21	4.86%
	More than 35	7	1.62%		Divorced	1	0.23%
Education	Primary School	9	2.08%	Monthly income	Lower 1000 Yuan	108	25%
	Junior high school	45	10.42%		1000-3000 Yuan	156	36.11%
	High School	73	16.9%		3001-5000 Yuan	75	17.36%
	Junior College	63	14.58%		5001-7000 Yuan	34	7.87%
	Bachelor's degree	199	46.06%		More than 7001 Yuan	59	13.66%
Occupation	Graduate degree	43	9.95%	The length of time liked Thai superstars/Idols.	Less than 6 months	126	29.17%
	Student	291	67.36%		6-12 months	70	16.2%
	Enterprise/Company staff	50	11.57%		1-2 year(s)	133	30.79%
	Teachers/Professional and technical staff	27	6.25%		3-4 years	63	14.58%
	Staff of Public Institutions	22	5.09%		5-6 years	11	2.55%
	Freelance	17	3.94%		More than 6 years	29	6.71%

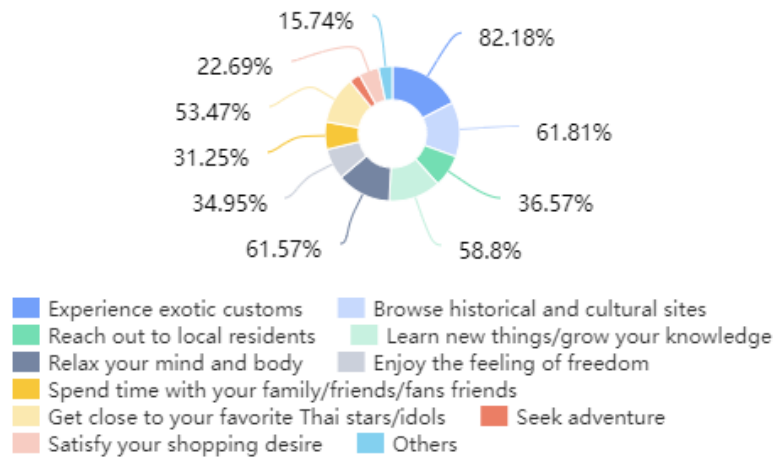
Through questionnaire analysis, more than 90% of the 432 respondents were women, and nearly 85% were single, female fans are also much more fanatical and satisfied with Thai superstars than men, and are more motivated to get close to the stars and travel to Thailand. The 15-25 years old students accounted for the largest proportion in the survey, most of the respondents have a monthly income of less than 3,000 yuan, and most of them have a bachelor's degree.

**Table 2** Like/knowledge of Top 10 Thai Super Star

	n	%
Nnon (Weibo: nunevoranuch)	177	40.97%
Mike (Weibo: MikeAngelo 中国)	287	66.44%
Norikul (Weibo: Norikul)	170	39.35%
Win (Weibo: win_metawin)	194	44.91%
God (Weibo: 英迪帕 Good)	145	33.56%
Chmpawat (Weibo: chmpawat)	151	34.95%
Captain (Weibo: ccaptainch2541)	155	35.88%
Saint (Weibo: 黄明明 Saint)	169	39.12%
BBKPN (Weibo: BBKPN徐志賢)	123	28.47%
Krist (Weibo: KristtpPerawat)	137	31.71%
Others	95	21.99%
<b>Total</b>	<b>432</b>	

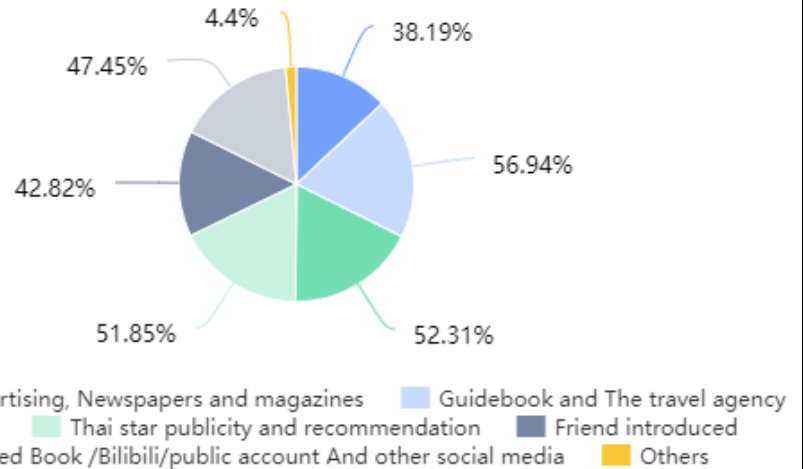
In the survey of 432 people, 287 people know/like Mike (Thai Superstar), accounting for 66.44%. Almost all the people who like other TOP10 stars are above 100. It can be seen that the respondents have a higher degree of understanding and love of Thai stars/idols. Therefore, they have a high degree of satisfaction with the perception of Thai stars/idols.

**Table 3 Travel Motivations**



In this survey, 53.47% of people wanted to travel to Thailand to be "close to their favorite Thai star/idol", indicating that apart from a desire to leave daily worries and be relaxed, the Thai superstar factor is gradually becoming a greater internal driver for Fans to travel.

**Table 4 Access to Thailand Travel Information**



Tourist information is an important reference for tourists before they undertake tourist activities. As shown in Table 4, of the 432 survey respondents, 52.31% and 51.85% chose to obtain travel information about Thailand through "Thai dramas" and "promotional recommendations from Thai celebrities" respectively. This shows that, due to the high attention paid by fans to idols and Thai dramas, they can obtain a lot of intuitive information about Thailand from idols and Thai dramas, and thus become an important reference for travel decisions. Social media has also become an emerging information channel, as most Thai drama fans are young people, and young people like to get information through social media channels.

**Table 5** Sample's interest in travel activities to Thailand



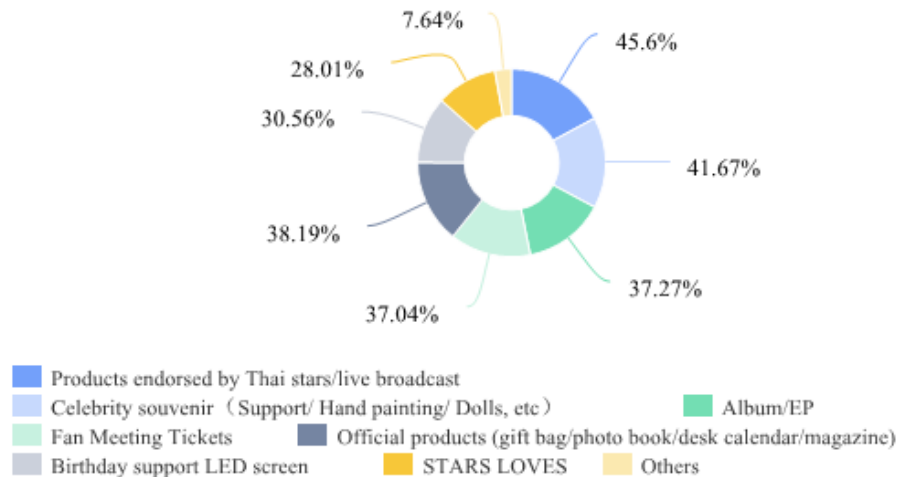
Activities in Thailand	1	2	3	4	5	average
⑧Travel shopping/experience specialty food	16(3.7%)	7(1.62%)	47(10.88%)	163(37.73%)	199(46.06%)	4.21
③Participate in Thai star activities	18(4.17%)	23(5.32%)	45(10.42%)	123(28.47%)	223(51.62%)	4.18
⑨The leisure entertainment	12(2.78%)	5(1.16%)	41(9.49%)	208(48.15%)	166(38.43%)	4.18
①Visit the place where Thai drama is filmed	13(3.01%)	14(3.24%)	62(14.35%)	154(35.65%)	189(43.75%)	4.14
④Thai Cultural Experience	19(4.4%)	8(1.85%)	50(11.57%)	190(43.98%)	165(38.19%)	4.1
⑥Natural scenery tourism	15(3.47%)	7(1.62%)	65(15.05%)	188(43.52%)	157(36.34%)	4.08
⑩Thai festival activities	14(3.24%)	18(4.17%)	63(14.58%)	168(38.89%)	169(39.12%)	4.06
②Thailand star trail visit (Thailand star graduate school/visited places, etc.)	22(5.09%)	21(4.86%)	69(15.97%)	160(37.04%)	160(37.04%)	3.96
⑤Historic Sightseeing	23(5.32%)	9(2.08%)	99(22.92%)	179(41.44%)	122(28.24%)	3.85
⑦Health SPA/ medical cosmetology	21(4.86%)	42(9.72%)	98(22.69%)	157(36.34%)	114(26.39%)	3.7
subtotal	173(4%)	154(3.56%)	639(14.79%)	1690(39.12%)	1664(38.52%)	4.05

This study set up 10 tourism events in the questionnaire to investigate the interest of Thai TV fans in Thai tourism activities. The average score of 10 activities is 4.05, which shows that Thai fans are more interested in tourism activities.

In the choice of travel mode, 238 people want to "Independent travel", accounting for 55.09%; 180 people want to "semi-guided tour", accounting for 41.67%. Independent travel and semi-guided Tours account for the majority, while the traditional Enrolment for tour only accounts for 3.24%. This is mainly because most fans of Thai TV series are young people. Meanwhile, the "Independent travel" and "semi-guided tour" can give fans more free time to complete tourism activities related to Thai stars, which is in line with the personalized characteristics of fans who want to pursue celebrities.

**Table 6 Consumption pattern**





As can be seen from the table above, when fans are following celebrities, In favor of purchasing Products endorsed by Thai stars/live broadcast, Celebrity burial (Support/ Hand painting/ Dolls, etc.), Official Products (gift bag/photo book/desk calendar/magazine), Album/EP, Fan Meeting Tickets and other close access to Superstar consumption, which they generally believe is more valuable. When they buy products related to Thai celebrities, in addition to the price and quality of the product, the relevance of the Superstar has also become the third factor to consider when buying the product. However, the quality and price of the product are still the first.

#### 4. Discussion

Based on the results of the questionnaire survey, through the analysis of the satisfaction of Thai superstar fans in East China and the characteristics of their intention to travel to Thailand, the following preliminary conclusions were found:

a) The Thai superstar fans in East China are mainly young people, and most of them are women. They are more satisfied with Thai superstars and have the intention to travel to Thailand because they like Thai superstars.

b) Travel motivation characteristics: Although "getting close to the superstar" only ranked fourth as a motivation, the pursuit of Thai superstars is still the main motivating reason for fan travel. In addition, the duration of idol worship has an impact on the motivation to travel. The longer the duration of idol worship, the stronger the motivation to travel.

c) Travel decision characteristics: With new media as the main travel information channel, fans prefer to travel on their own or semi-determined, and during the Thailand Superstar events is one of the time options for fans to travel. Also due to the high level of interest in Thai superstars and Thai dramas, fans can get a lot of visual information about Thailand from Thai superstars and Thai dramas, which is an important reference factor in travel decisions.

d) Tourism activity intention characteristics: Fans will tend to participate in idol-related travel activities than ordinary tourists, and the duration of idol-related travel during the tour shows the characteristics of mainly 1-3 days.

e) Travel consumption intention characteristics: They are interested in buying idol-related souvenirs and idol-endorsed products, and their overall consumption level is high. However, influenced by the fact that there are more students among the respondents, the low to medium spending power coexists with the high spending power.

#### 4.1 Thailand Tourism Development Response

Combining the research results, we can propose strategies to attract Thai Superstar fans from eastern China to travel to Thailand from both the tourism market and the tourism government.

For market: increase the propaganda of emerging media, integrate tourism elements with idol element. Hotels and tourist locations can launch highly flexible products, targeting a few more star event locations, launching a combination of accommodation + food + transportation product.

For national tourism board: need to use idol stars as a means to enhance the popularity of tourist destinations; take film and television media as the guide to implement destination image marketing; rely on the entertainment industry to create new hot spots for star-chasing tourism; focus on the hotel industry to improve Fan tourism infrastructure.

#### **4.2 Development of new products and services for Chinese fans**

As most of the fans are students, the amount of money spent each month will not be particularly high. Thai companies could develop some daily products endorsed by Thai celebrities, and combined with Thailand's tropical location, could produce some sun protection products to attract Chinese fans to buy in large quantities during the summer months. For fans who come to Thailand for star-studded events, products that are bundled and sold with the star's event could be introduced, or some low-cost products with fan attributes could be made. After June, the graduation season will start in China. Thai travel agencies can also offer special tours and products for the graduation season. For example, let Chinese fans wear graduation season bachelor's uniforms and take photos on the campuses of major universities in Thailand to experience student life in Thailand.

#### **5. Conclusion and Suggestion**

This research takes fans of Thai superstars in East China as the research target, based on the primary data obtained from the questionnaire survey, to study the travel intention of Thai superstar fans in Eastern China, revealed the behavioral characteristics of Thai superstar fans in Eastern China. Thailand can attract fans of Thai superstars from Eastern China to the country for film tourism through special tourism marketing promotions. Based on the analysis results, the study proposes the countermeasures for tourism development in the context of fan economy: a) Deep integration of tourism elements with superstar elements to create special routes for superstar-themed tourism. b) Keep up with hot spots, promptly launch star tourism products, and establish a comprehensive fan tourism information dissemination platform. c) Using superstars as a means to enhance the popularity of tourist destinations. d) Take film and television media as the forerunner to implement image marketing of tourist destinations. e) Relying on the entertainment industry to create a new hot spot for star tourism. f) Focus on the hotel industry and improve the fan tourism infrastructure. g) The hotel industry is the focus of improving fan tourism infrastructure.

#### **5.1 Limitations**

In future studies, the difference between analyzing the characteristics of fan groups and the willingness to travel of general public tourists can be added. Comparative analysis of willingness to travel and real travel behavior. The study of fans is by no means limited to the study of factors influencing the consumption intentions of celebrities. In subsequent studies, more precise data analysis methods can be used to improve the accuracy and scientific validity of the research results.

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<p><b>Sitki Sonmezer</b> <b>ERCICSSH2236061</b></p>	<p style="text-align: center;"><b>Assessment of Future for Metaverse Tokens</b></p> <p style="text-align: center;">Sitki Sonmezer Finance and Banking, Istanbul Ticaret University, Istanbul, Turkey</p> <p style="text-align: center;">Gulsah Gencer Çelik Finance and Banking, Istanbul Ticaret University, Istanbul, Turkey</p> <p style="text-align: center;"><b>Abstract</b></p> <p>Metaverse tokens belong to a virtual world that have recently emerged and their growth potential is of interest for numerous parties. Theoretically, number of ecosystems may increase infinitely. However, strong financing and technological backing is required for the survival of the projects. Thus, various factors may have an influence on these tokens' returns. Enjin returns are found to be the sole factor on MANA returns for our sample (99%). Future for these ecosystems depend on various factors and they are discussed with the light of literature as well.</p> <p><b>Keywords:</b> Metaverse Tokens, Block Chain, Decentralized Finance</p> <p><b>INTRODUCTION</b></p> <p>Metaverse, play-to-earn and non- fungible tokens are the recent innovations in the crypto world and they are of interest for many parties, including users, investors and regulators. Despite the concerns for this crypto space in general, its dimensions are expanding day by day. Platforms provide tokens for end users for the services rendered and goods that are for sale. Objective of this study is to understand the structure of returns in these tokens. Authors believe that investors may have hardship to differentiate among them and they may trade these tokens as a cluster. In other words, when a metaverse token increase, investors rush to the other one as they cannot read the differences among them. Some kind of a spill-over effect is sought in these coins.</p> <p><b>METaverse TOKENS</b></p> <p>What are Metaverse Tokens?</p> <p>A metaverse is a virtual space where users can enjoy various activities and share experiences. For instance, a meta verse land can be purchased or rented. Platforms like OVR, Sandbox or Decentraland enable investors to possess virtual parcels throughout the virtual world. There are 90,601 lands in Decentraland metaverse and 166,464 virtual lands in Sandbox metaverse.</p>



Metaverse may be regarded as social good in terms of Accessibility, diversity, equality and humanity [4].

#### Architecture of Metaverse Tokens

Academic articles propose various architecture for metaverse; a three layer one is proposed and layers are composed of infrastructure layer that supports the operations in the system, interaction layer where user experience take place and finally the ecosystem where artificial intelligence may make life easier for the users [6].

#### Discussion for the Future of Metaverse Tokens

Extended Reality(XR) may play a higher role in the futuristic metaverses. A mirror world, where people may join via a digital avatar to platforms, may create a market as well [8]. Presumably, if these markets can take the place of the real markets, their tokens will than replace the currencies we hold physically.

In order for a Metaverse to be viable, realism is needed and this can be achieved if extended reality extends further. Ubiquity, interoperability and scalability may be other components of these ecosystems [3].

When the mirror worlds are created, the virtual workplaces or even higher education services may be rendered in these ecosystems [2]. Majority of internet users are believed to have a Second Life [5]. Metaverses are promising projects where family needs and society may be harmonized [1].

#### Metaverse Tokens Market

Metaverse tokens market are assumed to be independent from the crypto currency market due to its structure [9]. There are numerous tokens but the leading metaverse tokens attract investors with its growth potential. Enjin (ENJ) is used for virtual game industry and it is Ethereum based [6].

Decentraland (MANA) is another metaverse token backed by Ethereum. MANA denominated virtual lands are traded or rented by real investors. The Sandbox (SAND) is another play-to-earn Project such as Axis Infinity (AXS) that enables users to create their own characters or trade crypto assets. The Metaverse market is estimated to be worth USD 814.2 billion by 2028 [7].

#### Data and Methodology

Our data are composed of 394 daily observations of various tokens and coins for the sample period between 27 December 2020 to 27 January 2022. Some variables like Sandbox are dropped from our data set due to inadequate number of observations to date. MANA, ENJ, THETA and AXS are chosen as representatives from the metaverse world and Bitcoin and Ethereum coins are chosen from the crypto world. Changes in their trading volumes are also analyzed for controlling purposes.

Metaverse token returns are analyzed with a regression analysis and insignificant variables are delisted from our model for each of our model.

#### FINDINGS

Table 1 depicts the affecting factors for MANA returns. Change in ENJ returns are positively related with changes in MANA returns with 99% statistical significance. The rest of the variables in our data set is found to be insignificant. Thus, omitted variable hypothesis may hold for MANA returns for our sample.

Table 1: Regression Analysis for MANA Returns



```
. newey MANARET ENJRET THETARET AXSRET BTC ETHRET MANAVOL, lag(0)

Regression with Newey-West standard errors      Number of obs =      394
maximum lag: 0                                F( 6, 387) =      65.63
                                           Prob > F       =      0.0000
```

MANARET	Coef.	Newey-West Std. Err.	t	P> t	[95% Conf. Interval]
ENJRET	.6367172	.1566812	4.06	0.000	.3286644 .94477
THETARET	.1960601	.162259	1.21	0.228	-.1229595 .5150796
AXSRET	.0759329	.0570758	1.33	0.184	-.0362845 .1881503
BTC	-.0086245	.2201071	-0.04	0.969	-.4413799 .424131
ETHRET	.0022489	.1565829	0.01	0.989	-.3056107 .3101085
MANAVOL	-.0019787	.0062522	-0.32	0.752	-.0142712 .0103138
_cons	.0053735	.0049117	1.09	0.275	-.0042835 .0150304

Enjin returns are affected positively by MANA, THETA, AXS and ETH returns (99%) as shown in Table 2. Their returns are interestingly negatively influenced by its own trading volume (95%).

Table 2: Regression Analysis for ENJ Returns

```
. newey ENJRET MANARET THETARET AXSRET ETHRET BTCVOL ENJVOL, lag(u)

Regression with Newey-West standard errors      Number of obs =      394
maximum lag: 0                                F( 6, 387) =      59.13
                                           Prob > F       =      0.0000
```

ENJRET	Coef.	Newey-West Std. Err.	t	P> t	[95% Conf. Interval]
MANARET	.2881321	.0977237	2.95	0.003	.0959963 .4802679
THETARET	.2072822	.0559706	3.70	0.000	.0972377 .3173267
AXSRET	.177305	.0505133	3.51	0.001	.0779902 .2766198
ETHRET	.3985054	.1022345	3.90	0.000	.1975008 .5995099
BTCVOL	-.0000145	.0000239	-0.60	0.546	-.0000615 .0000326
ENJVOL	-.0089453	.0038573	-2.32	0.021	-.0165292 -.0013615
_cons	.0013735	.0031256	0.44	0.661	-.0047718 .0075188

In Table 3, it is apparent that, THETA returns are positively affected by BTC and ENJIN returns at 99 % whereas, for MANA the significance is at 95% AXS is at 90%. Strikingly, THETA returns has the highest positive relation with the BTC trading volume (99%). Theta deviates from other tokens as it is the only asset that has been influenced by the trading volume of the leading coins.

Table 3: Regression Analysis for THETA Returns

```
. newey THETARET MANARET ENJRET AXSRET BTC BTCVOL ETHVOL, lag(u)

Regression with Newey-West standard errors      Number of obs =      394
maximum lag: 0                                F( 6, 387) =      45.72
                                           Prob > F       =      0.0000
```

THETARET	Coef.	Newey-West Std. Err.	t	P> t	[95% Conf. Interval]
MANARET	.0669001	.0271077	2.47	0.014	.0136033 .1201969
ENJRET	.1472282	.0494104	2.98	0.003	.0500818 .2443746
AXSRET	.0653488	.0346475	1.89	0.060	-.0027721 .1334697
BTC	.8819911	.0962731	9.16	0.000	.6927073 1.071275
BTCVOL	.0001805	.0000415	4.35	0.000	.0000989 .0002622
ETHVOL	-.0016763	.0010598	-1.58	0.115	-.0037601 .0004075
_cons	.0000334	.0029877	0.01	0.991	-.0058407 .0059076

A positive change in Enjin returns explain the change in AXS returns with 99 % significance. Table 4 also provides evidence that THETA returns, ETH returns and the constant have positive relationship with AXS token. BTC return has a positive but merely insignificant effect on the token.

Table 4: Regression Analysis for AXS Returns

```
. newey AXSRET ENJRET THETARET BTC ETHRET AXSVOL ETHVOL, lag(0)
```

```
Regression with Newey-West standard errors
maximum lag: 0
```

```
Number of obs   =      394
F( 6, 387)     =      28.96
Prob > F        =      0.0000
```

	Newey-West					
AXSRET	Coef.	Std. Err.	t	P> t	[95% Conf. Interval]	
ENJRET	.3915397	.0817599	4.79	0.000	.2307904	.552289
THETARET	.1843462	.0872916	2.11	0.035	.0127212	.3559712
BTC	.3399781	.2074485	1.64	0.102	-.067889	.7478452
ETHRET	.2206685	.10263	2.15	0.032	.0188865	.4224506
AXSVOL	-.0026988	.0045798	-0.59	0.556	-.0117032	.0063057
ETHVOL	-.0011338	.0015556	-0.73	0.467	-.0041923	.0019248
_cons	.0112815	.0048271	2.34	0.020	.0017909	.0207721

## Conclusion

Despite the concerns with the virtual world, investors are channeling their funds to metaverses in terms of non-fungible tokens or parcels in particular metaverse ecosystems. Play to earn tokens enable users to trade their assets by using the metaverse tokens and demand for these tokens depend on the success of the game or the metaverse in terms of popularity.

Our results indicate that these tokens are positively influenced from their rivals' returns. This result may indicate that investors see them as a cluster for investment and they may not know how to differ them yet. BTC Volume is found to be effective on THETA only and ETH volume is found to have almost no effect on these tokens' returns.

The prospects for metaverse tokens are bright. Digital life may sound mundane to the majority but businesses, colleges and various industries will enjoy not paying rent to physical buildings and they will be able to serve their customers in a similar fashion with the real world. The question should not be about the presence of metaverse ecosystems in the future but which ones will prevail matters for the tokens of this world.

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## **Development of Government of West Java Province Performance Appraisal System**

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### **Abstract**

The Government of West Java Province has implemented a new performance appraisal system which still shows shortcomings in terms of individual performance appraisals scores are not in line and do not reflect the performance of the Government of West Java Province. Therefore, this research was conducted with the aim of developing an improved performance appraisal system for the Government of West Java Province. The research was conducted using mixed methods, where this method combines qualitative and quantitative qualitative through interview data collection techniques, desk studies, conducting focus group discussions and performing descriptive statistical analysis. To improve the existing performance calculation system, the author proposes several suggestions for improvements to employee performance factors, performance indicators, methods, reviewers and existing formulas. One of the suggestions is to replace the behavioural scores previously obtained from behavioural reviews with scores from peer-review questionnaires according to the simulation results that have been performed.

**Keywords:** Performance Appraisal, Employee Performance, Organization Performance, Performance Indicators

### **1. Introduction**

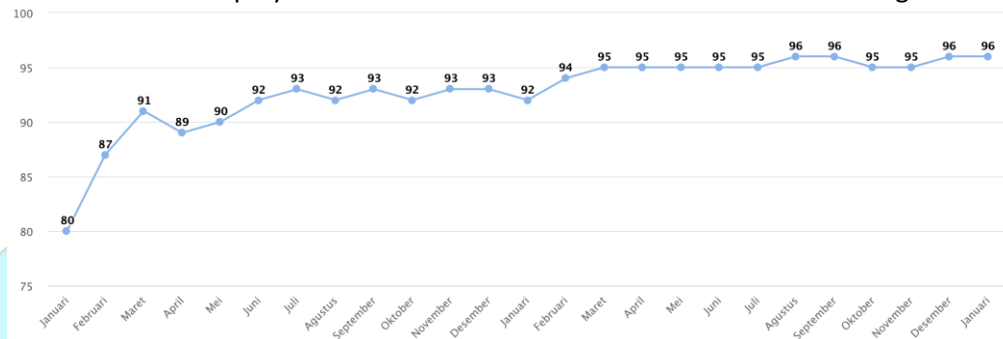
As one of the largest provinces in terms of population and area, West Java has enormous natural and human resources that makes West Java Province as one of the provinces that has an important and strategic position for Indonesia. In the national constellation, West Java has an important position because it is the center of national strategic and manufacturing industry activities, borders the state capital, has natural conditions with complex geological structures, has national parks, wildlife reserves and nature reserves, has three national activity centers and has a national vital installation. In addition, West Java Province also has an important national contribution in the form of a contribution to 14.33% of the National Gross Domestic Product (GDP), 60% of the contribution to the Gross Domestic Product (GDP) of the Manufacturing Industry Sector, 34.46% of the contribution of foreign investment (FDI). West Java to National and 17.76% of national rice producers come from West Java Province.

As one of the provinces that has an important and strategic position for Indonesia, West java need to make sure that it can utilize its strengths to provide and create welfare for the community. West Java Province is the province with the largest population in Indonesia, with 50,103,251 people living in 27 cities/districts. This very large population is a challenge for West Java in how it can provide public services and provide welfare to the entire population. In addition, the very large population is also an opportunity if the Province of West Java if it can utilize the potential of existing resources properly, especially the potential for the large number of government employee who can move the wheels of government well.

West Java really put concern on human resources management and has been making some breakthrough innovations to shape and manage West Java government employee to meet its goal as stated in its Regional Development Plan. Of the many innovations in human resource management, one of the innovations that has recently been implemented and still must be evaluated is the performance appraisal system. The Regional Government of West Java

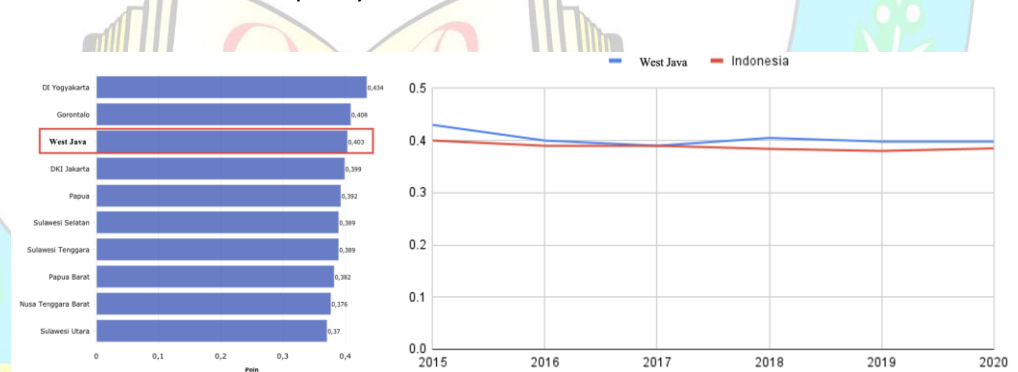


Province applies the use of a performance appraisal system in the context of implementing human resource management. Currently, the performance appraisal system, that has only been used since January 2020, showed that the average performance score of the Government of West Java Province employees tends to continue to increase as shown in the figure below



**Figure 1: Average Performance Score of West Java Provincial Government Employees**

However, the increase in the score of this employee's performance is considered not fully align and reflects the performance of the Government of West Java Province as an organization. Based on the document of Amendment to the Regional Medium-Term Development Plan (RPJMD) of West Java Province for 2018-2022, there are still regional development problems that need to be addressed. Ideally, a high employee performance score is reflected through the organizational performance of the Government of West Java Province which leaves no regional development problems. For example, the condition of the Gini ratio in West Java, which is still a problem, contrasts with the performance achievements of employees at the Regional Planning and Development Agency as one of the agencies that contributes the most and plays a major role in the issue of inequality in West Java.



**Figure 2: Comparison of the Gini Ratio of West Java and Indonesia**

From the data on employee performance scores at the Regional Planning and Development Agency in July 2021, the average employee score was 97.51% with 82.14% of employees or 92 employees having performance scores in the range of 90.1% - 99.9%. There are 16 employees or 14.29% who achieve a performance score of 100% and the remaining only about 4% of employees whose performance score is less than 90%. In contrast, the Regional Planning and Development Agency still has organizational targets that have not been achieved that should be resolved with the high score of employee performance.



**Figure 3:** Distribution of the Performance score of Regional Planning and Development Agency Employees

#### Literature Review

Referring to the definition of performance appraisal from Byras and Rue (2006), performance appraisal is a series that involves an appraisal process and providing feedback to employees so that employees can bring out their best potential in completing the assigned tasks and improve their qualifications and competencies at work. A good performance appraisal process provides benefits for employees to not only know how the results of their work are but also provide an overview of how they should work in the future to be better. Performance appraisal is also described by Noe et al. (2010) as an integral part for organizations to obtain information on how employees in their organizations work, because basically organizational performance goals are related to employee performance goals, and employee performance will affect organizational performance. Meanwhile, according to Dessler (2013), performance appraisal is a process that is inseparable from employee performance evaluation carried out within a period based on the achievement of performance targets.

Performance appraisal carried out by an organization is very important to monitor and evaluate and ensure that employee performance still supports organizational performance. Formal performance appraisals are usually carried out periodically, generally annually, by superiors to subordinates. A good performance appraisal ideally can provide information to employees about how the performance they have done and whether the performance that has been done supports the achievement of organizational performance. In addition, the results of the performance appraisal that are well communicated as part of the feedback can motivate employees to continuously improve performance in order to support the achievement of organizational goals.

Referring to Sink and Tuttle (1989), paying attention to the criteria of effectiveness, efficiency, quality, productivity, work quality, innovation and benefits in fulfilling organizational information. As time goes by, performance measurement undergoes adjustments such as habitual results-oriented behaviour or behaviour, as well as individual or/organization-oriented. According to Dessler (2013), in measuring the performance of an organization it can refer to one or more basics such as goals, job dimensions, traits, behaviours or competencies. In measuring the performance carried out by superiors, according to Newman et al. (2017), superiors can be classified into 3 types, namely supervisors who focus on work assignments, which focus on unattainable performance and superiors who focus on both things.

#### 3. Research Methodology

This research uses mixed methods, where this method combines qualitative and quantitative data approaches, and mixed model studies combine two approaches in all stages of the research process (Sugiyono, 2013). The mixed method in this research is divided into two phases. The first phase is literature study and performing descriptive statistical analysis which is used to see the condition of the employee performance appraisal system used by the Government of West Java. The results of the first phase are used as material for conducting the second phase, where the second phase is through interviews and focus group discussion. This second phase was conducted to see the condition of the employee performance appraisal system used by the Government of West Java Province and to evaluate and improve the system. All the information then used to recommend improvements that can be made in the future to the performance appraisal system.

#### 4. Research Findings

The performance score of West Java provincial government employees is calculated from 2 elements, namely 60% employee performance targets and 40% behavior. This performance score is the basis for payment of employee performance allowances. From the interview, the issue was found in behavioral assessment where West Java Province has 2 types of assessments for employee behavior, namely behavioral reviews and peer review questionnaires. The difference between a behavioral review and a peer review questionnaire can be seen in the table below

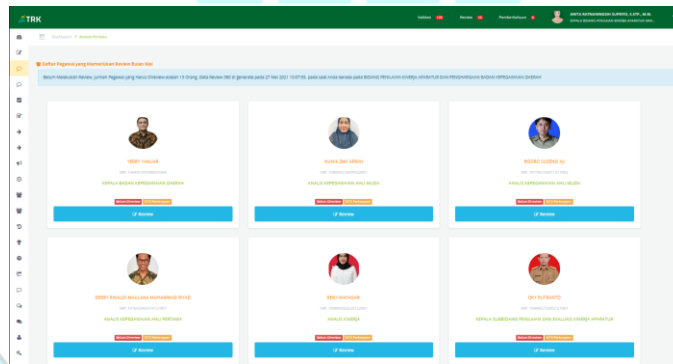
**Table 1:** Differences between Behavioral Review and Peer Review Questionnaire

Differences	Behavioral Review	Peer Review Questionnaire
Definition	Part of the performance appraisal to assess the work behavior of employees according to the regulations of the central government	Initiation of the Government of West Java Province to obtain comparative and complementary data on employee work behavior
Use	Performance Score that will be used as the basis for payment of performance allowances and as a consideration for employee career development	Peer Review score that will be used as consideration for employee career development
Question	Service Orientation	Service Orientation
	Leadership	Leadership
	Commitment	Communication
	Cooperation	Integrity
	Initiative	Persistence
		Problem Solving Ability
Method	360	360
	Graphic Rating Scale Method	Graphic Rating Scale
		Paired Comparison Method
Scoring scale	Qualitative Scale, such as: - Always - Often - Sometimes - Once in a while	Quantitative Scale from 1-10, which is accompanied by a description for each value, such as: - 1: Very Bad - ....

		- Very rarely - Never	- 5: Not good - .... - 10 : Very Good
Score distribution		centered on a certain score	normally distributed
Rating rules		There is not any	<ul style="list-style-type: none"> <li>- The number of different scores entered is at least 3</li> <li>- The diversity of scores or standard deviation of at least 0.6</li> <li>- (The more diverse/non-monotonous the inputted scores, the higher the diversity of scores/standard deviations)</li> </ul>

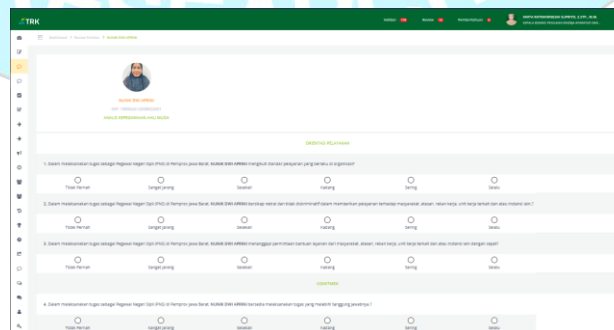
#### 4.1 Behavior Review

In behavioral assessment, Government of West Java Province employees use the 360-review assessment method. In this method, an employee's behavior is assessed by superiors, subordinates, colleagues and himself. Each month, employees will get a list of employees that must be reviewed which is generated by the system.



**Figure 4:** Behavioral Review Performed on the Employee Performance Appraisal System

Behavioral review is conducted using a graphic rating scale approach where employees will assess whether the employee being assessed is never/very rarely/occasionally/sometimes/often/always included in the variable in question, namely service orientation, commitment, work initiative, cooperation and leadership as shown in figure below





**Figure 5: Behavior Review Questions on the Employee Performance Appraisal System**

Giving behavioral scores with choices like this often creates a bias for employees to judge. This is because there are no clear standards or indicators in the choices given. Employees do not know clearly when someone being assessed is said to be occasional or sometimes. So, what happens is that many employees give an assessment by choosing always or often to other employees being assessed. This has an impact on behavior scores which tend to be above the score of 90 because employees give generous scores and give the best score for each question asked when assessing the behavior of other employees being assessed. With a weight of 40% of the overall performance score, the performance score becomes less representative of employee performance.

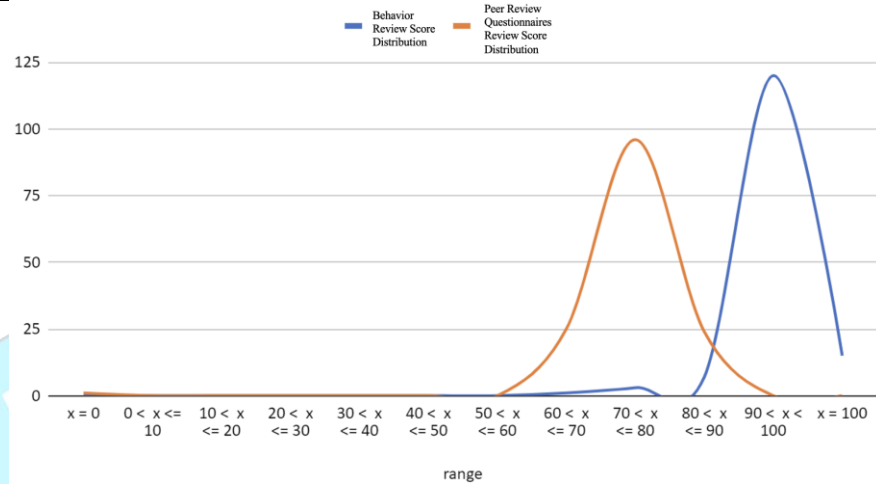
**3.2 Peer Review Questionnaire**

In addition to behavioral reviews, the Government of West Java Province has a Peer Review Questionnaire. It is a behavioral assessment conducted among employees to determine employee performance behavior, especially for variables that are not asked in the behavioral review. Besides, peer review questionnaire will not affect the performance score of employees so that it will not also affect the performance allowances that employees will get every month. Therefore, employees can be more objective in providing behavioral values to other employees without having to worry.

In filling out the peer review questionnaire, the assessment is divided into 2 stages, namely the first stage of filling in the scores using a graphic rating scale and the second stage using the paired comparison method. In the second stage, the employee will provide an assessment by comparing 2 or more employees who have or are assessed the same in the first stage. This paired comparison method approach can help overcome common obstacles that often occur in the use of graphic rating scales such as those used in behavioral reviews, namely central tendency and leniency or strictness. In the peer review questionnaire, combining the two methods of the graphic rating scale model followed by a paired comparison model can make the behavioral scores more distributed.

**Figure 6: Filling in the Behavioral Review in Phase 1 and 2 on the Peer Review Questionnaire**

In contrast to the distribution of scores resulting from behavioral reviews which tend to focus on a certain score, the peer review questionnaires score tends to be normally distributed. This is because the score is processed using the forced distribution method approach, in which the score of employees at one level of position will be distributed to produce a normal distribution. This will make it easier to sort and distinguish employees who are better than other employees.



**Figure 7:** Comparative Graph of Value Distribution of Behavioral Reviews and Peer Review Questionnaires

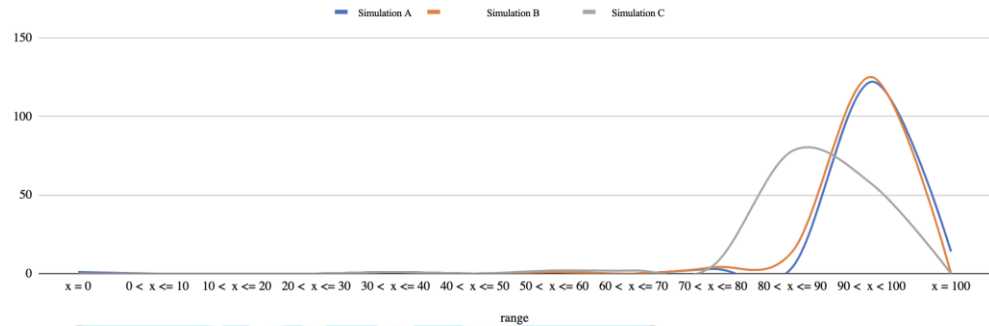
### 5. Recommendation

Suggestion to improve the performance score is by replacing the behavior score with the questionnaire score. This recommendation is proposed based on the results of three simulations conducted to see the effect of the peer review questionnaire scores on performance scores. The table below shows the proportion of the score of the existing behavior review and the score of the peer review questionnaire used in the performance score

**Table 2:** Behavioral Appraisal Score Proportion in 3 Different Simulations

Simulation	Proportion of Existing Behavior Score	Proportion of Peer Review Questionnaire Score
Simulation A	100%	0%
Simulation B	50%	50%
Simulation C	0%	100%

From the simulation results, simulation A and B show a similar distribution of performance scores, the difference lies in the number of employees who get a perfect score of 100%. In simulation A, with a score of 100% existing behavior without considering the score of the peer review questionnaire, there are employees who get a perfect score of 100%. While in simulation B, with behavioral scores using 50% of existing behavior scores and 50% of peer review questionnaire scores, the data distribution is like simulation A, but in Simulation B no one gets 100% perfect performance scores and there are several outliers in performance scores that is below 85%. In contrast, simulation C shows data that is more distributed. It uses 100% of the score of the peer review questionnaire. The following is the result of the performance score data distribution from the three simulations



**Figure 8:** Performance Score Formulation Simulation with New Behavioral Values for the Regional Development Planning Agency

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#### Promoting Cultural Tourism: Laoshan Taoism District in Tsingtao City, China

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#### Abstract

Tourism itself is a cultural industry, but also one of the important means of cultural communication. The motivation of all tourists to travel is to temporarily leave the familiar environment where they are located, to find a new experience in a less familiar or very unfamiliar environment to enrich their experience. However, tourism projects and purposes determine its cultural content, so in addition to conventional tourism projects, there are many tourism activities carried out to meet specific purposes, such as: history exploration tourism, calligraphy learning tourism, go exchange tourism, celebrity trail search tourism, Ethnic custom tourism can be said to have many types and profound cultures. Such tourism activities are called cultural tourism. Its characteristic is that it has a clear purpose of seeking knowledge, through tourism to study a certain profession with a purpose, and research discovers the understanding of the status quo, development and application value of this profession, so that people who participate in this kind of tourism activities can participate in this special in order to better display their talents, improve skills and make a difference.





**Sanae Ait Jillali**  
**ERCICBELLP2231058**

### **Financial Performance of Initial Public Offerings: Companies Listed on the Casablanca Stock Exchange (Exploratory Study)**

Sanae Ait Jillali

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Settat, Morocco

#### **Abstract**

The present study allows us to constitute a frame of reference to prepare the ground of an investigation concerning financial performance before and after Initial Public Offerings (IPOs) in companies listed on the Casablanca Stock Exchange in Morocco. The object of this paper is to offer a literature review that highlights the explanatory factors of an IPO decision and its impact on financial performance. Notably through theoretical foundations which underlie the decision to go public and its effect on performance, namely: the theory of the agency and the timing of the market theory (founded on the assumption of earnings management). As well based on international empirical studies that demonstrated the behavior of listed companies (regardless of their structure or their line of business) in terms of performance in a period pre and post-listing. By using different aggregates and performance indicators, the studies' findings proved out the phenomenon of higher financial performance that improves faster than normal during the year before but diminishes after the going public event on the long run.

**Keywords:** Casablanca Stock Exchange, IPO, Financial Performance, Timing Theory, Agency Theory



**Bo-Han Chen**  
**ERCICBELLP2233059**

### **Employee Engagement and Organizational Citizenship Behaviors: Moderating Role of Abusive Supervision**

Bo-Han Chen

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Education, Changhua, Taiwan

Tun-Chun Huang

Graduate Institute of Human Resource Management, National Changhua University of  
Education, Taiwan

#### **Abstract**

**Research Background/ Objectives:** Employee engagement is defined as a positive motivational state of vigor, dedication, and absorption (Bakker et al., 2014). Employee engagement has been found to correlate positively with commitment, performance, and health (Halbesleben, 2010). Engaging employees may also display more organizational citizenship behaviors (OCB; Babcock-Roberson & Strickland, 2010). The present study contributes to the literature by examining a boundary condition of the engagement-OCB relationship: abusive supervision. Given that abusive supervision represents subordinates' perceptions of the extent to which supervisors engage in the sustained display of hostile verbal and nonverbal behaviors (Mackey et al., 2017), abusive supervision may inhibit the positive effect of engagement on OCB. **Methodology / Findings / Research Outcomes:** Data were collected from 242 employees from various organizations in Taiwan. Participants filled out the questionnaires regarding abusive supervision, engagement, and OCB. Consistent with previous research findings, results of our moderated regressions indicated that engagement was positively associated with OCB ( $\beta = .55$ ,  $p < .01$ ). In addition, the relationship between engagement and OCB was significantly moderated by abusive supervision ( $\beta = -.13$ ,  $p < .05$ ). Specifically, the positive effect of

engagement on OCB becomes weaker when abusive supervision is high. Future scope: OCB is a crucial component of organizational effectiveness. Employers could promote OCB by enhancing employee engagement. However, results of the present study show that the beneficial effect of engagement may be inhibit by abusive supervision. Hence, employers should pay attention to coach supervisors to refrain from display hostile behaviors to subordinates. Future research are encouraged to examine how other hostile environment cues, such as organizational politics or negative group affective tone, influence the relationship between employee engagement and OCB.

**Keywords:** Abusive Supervision, Organizational Citizenship Behavior, Employee Engagement.





**Yen-Hua Wu**  
ERCICBELLP2233060

### The Determinants of Workplace Envy

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#### Abstract

**Background/ Objectives and Goals:** Interest in workplace envy has growth rapidly in recent years. However, an important issue has remained unexplored in the literature: what are the determinants of workplace envy (Duffy et al., 2021)? It is generally believed that envy is induced via upward comparisons (i.e., someone has a better outcome than me). However, based on the equity theory, the present paper proposes that people rely on both the information of relative input (Inputothers / Inputself) and relative output (Outputothers / Outputself) to determine their emotional reactions to social comparisons (i.e., admiration, envy, sympathy, and schadenfreude). In addition, these emotional reactions will be stronger for people with high equity sensitivity. **Methods:** Data will be collected via the experimental vignette methodology (Aguinis & Bradley, 2014). Participants will read carefully constructed and realistic scenarios to assess the joint effects of relative input and relative output on emotional reactions to social comparisons. MANOVA will be performed to test the two-way interaction effects of relative input and relative output, as well as the three-way interactions of relative input  $\times$  relative output  $\times$  equity sensitivity. **Expected Results/ Conclusion/ Contribution:** By examining the effects of relative input, relative output, and equity sensitivity on emotional reactions to social comparisons. The present study contributes to shed light on how workplace envy is induced, when it will be more pronounced, and how workplace envy is related to emotional reactions such as admiration, sympathy, and schadenfreude.

**Keywords:** Social Comparison, Envy, Equity Theory, Equity Sensitivity



**Tun-Chun Huang**  
ERCICBELLP2233063

### Political Skills: Differences Between Self- and Other-Reported Scores

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Zih-Syuan Chang

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#### Abstract

In recent years, the concept of political skills received great attention in the field of organizational behaviors/human resource management. The purpose of this study focuses on exploring the differences between self- and other-rated political skills (PS). At first, we explore the inter-rater reliability of other-rated PS. In addition, the absolute levels of self- and other-rated PS are compared to see if they are significantly different from one another. Finally, we examine the nomological network of the self- and other-rated PS in predicting the self-rated work self-efficacy, and other-rated job performance and liking. We collected 177 paired questionnaires. Results show that other-rated PS can be reliably assessed by coworkers. In addition, we find that other-rated PS ( $M = 3.93$ ) are statistically significant higher than self-rated PS ( $M = 3.78$ ). Finally, self-rated PS have better predictive abilities in predicting self-rated work self-efficacy than other-rated PS. In contrast, other-rated PS is a better predictor of other-rated job performance and liking than self-rated PS. The results provide evidence to explain the difference between self and other-rated political skills.



 <p><b>Wan-Yi Kao</b> ERCICBELLP2233065</p>	<p><b>Keywords:</b> Political Skill, Self-Rated, Other-Rated, Work Self-Efficacy, Job Performance, Liking</p> <p><b>The Relationship Between Potential Oriented Promotion and Evaluation: The Mediating Roles of Credibility and Curiosity and the Moderating Role of Achievement Oriented Promotion</b></p> <p>Wan-Yi Kao Graduate Institute of Human Resource Management, National Changhua University of Education, Changhua, Taiwan</p> <p>Tun-Chun Huang Graduate Institute of Human Resource Management, National Changhua University of Education, Changhua City, Taiwan</p> <p><b>Abstract</b></p> <p>Evidence from several experimental studies suggested that, when people seek to impress others, references to potential (e.g., “this person could win an award for his work”) appear to stimulate more favorable reactions than references to achievement (e.g., “this person has won an award for his work”) (Kupor et al., 2014; Sun et al., 2015; Tormala et al., 2012). However, we believe that “the preference for potential” is, at least partially, caused by the fact that participants in previous experiments bear little responsibilities for their choices. If participants’ choices affect themselves, their preference for potential will be weakened. The present paper consists of two parts to test this speculation. Study 1a and 1b are intended to constructively replicated Tormala et al.’s (2012). Study 1 &amp; 2, with only one difference: an extra moderator, whether or not there will be punishments for failures will be included in these replication studies. It is expected that people would prefer references to achievement than references to potential when there are punishments for failures. In addition, in Study 2, we examine the preference for potential in a real decision-making setting. Participants will choose to keep their money (approximately \$6), to fund a project with references to potential, or to fund a project with references to achievement on a crowdfunding platform. Once again, we expect that projects with references to potential will be less likely chosen because participants have to invest real money in this experiment. By constructively replicating Tormala and colleagues’ research, the present paper contributes to clarify the relationship between promotional messages and induced evaluative judgements.</p> <p><b>Keywords:</b> Persuasion, Potential, Achievement, Curiosity, Responsibility.</p>
<p><b>Roberto Adriani</b> ERICSSH2201054</p>	<p><b>Corporate Reputation in the Era of Fake News. Threats, Trends, and Techniques to Protect Brands</b></p> <p>Roberto Adriani Heritage House - PROI Worldwide and University of Milan, Italy University of Milan, Milan, Italy</p> <p><b>Abstract</b></p> <p>The paper aims to investigate the issue of fake news as a threat to corporate reputation and how companies can protect it. The analysis also takes into account the phenomenon of deep-fake, which is particularly sophisticated AI fake news based. This is not limited to textual reports, phrases or fake articles, but embraces totally false though credible videos. This type of fake news is particularly insidious, as it leverages on the more or less unconscious assumption that what is seen, for the mere fact of being seen, is much more credible and “true” than what is written. The paper then delves into the threat that fake news poses to corporate reputation,</p>

offering some examples. The literature indicates that not only can individually companies or brands be victims of fake news, but also - and perhaps more frequently - entire industries. The pharmaceutical industry illustrates this as it was already the subject of conspiracy theories, which then exploded during the Covid-19 pandemic. The literature seems to suggest two basic points. The first one is that fake news, including deep-fakes, is a serious threat to corporate reputation and to entire industrial sectors, as it is capable of inflicting considerable damage, including financial. However, companies are making constant progress in developing and refining techniques to monitor and combat fake news. From this point of view, it is also noted that if technology can help on the one hand to create misinformation, on the other hand it is a valid support in the fight against fake news. It can also be seen that single companies are usually more capable of reacting than industrial sectors, like that of pharmaceuticals which has been attacked by fake news and conspiracy theories for a long time.

**Keywords:** Corporate Reputation, Fake News, Deep-Fake, Crisis Communication



**Ms. Saima Pervez**  
ERICSSH2201059

### **Role of Digital Media in Health Communication: With Special Reference to the Other Sex**

Ms. Saima Pervez

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#### **Abstract**

Construction of the meaning of gender and health in the minds of people through various technologies crafting and defining these terms is on the rise. One of the most all-pervading technologies is digital media. The penetration of digital media in various strata's of the society particularly women globally is a sudden onset in post-covid scenario. Digital media has been outpouring in different domains of communication. Transforming and impacting lives of different individuals in different dimensions. Digital media is progressively being used in public health and health promotion because of its capacity to remove geographic and physical access barriers. This paper aims to assess the effects of interactive social media interventions on health outcomes, behaviour change and health equity in the lives of women. Digital media helps to control social issue, produce, promote, and implant representations of imperative terms such as health and gender. This paper tries to identify the role and impact of digital media in the discourse of health promotion particularly in the world of the other sex in post-covid scenario. Paper illuminates the impact of digital media in health communication in the lives of women globally, particularly by digital media like Facebook, You Tube videos and Twitter. This paper is a secondary review paper and takes into consideration all aspects of the usage of digital medium for communication in the domain of health of women globally in the post covid set-up.

**Keywords:** Digital Media, Gender, Health Communication, Health





**Mozharul Islam**  
**ERICSSH2201060**

### **COVID-19 Pandemic: Virtual Education for Southeast Asian Students in Turkey**

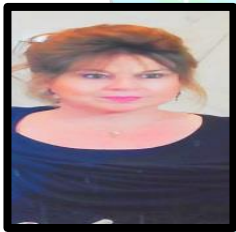
Mozharul Islam

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#### **Abstract**

COVID-19 pandemic has dismantled the normalcy in the world. No single country has been spared. The confounded world at the beginning resorted to several measures to prevent the spread, and social and physical distancing was being known to be the most effective ones. These measures affected the learning process of millions of domestic and international students. Sizeable Southeast Asian (SEA) students are enrolled in different universities in Turkey. In compliance with the national, international, and WHO directives, universities switched their teaching and learning mode from physical to virtual presence. A relatively new mode of teaching/learning for many, this has tangibly affected the quality of teaching in terms of keeping the students and teachers motivated and making sure that the students can complete their degrees on the stipulated time. This research hence attempts to delve into the experiences and challenges (distance education, learning experiences, social life etc.) the SEA students studying in Turkish universities go through. This research is based on interviews with the Southeast Asian students selected through snowball sampling technique. The main finding of the research is that SEA students felt lonely and anxious during the pandemic time which had negative implications on their academic performance in virtual distance education. Therefore, due to their international student status, they could not properly deal with distance education and perceive it as ineffective and unproductive and nothing but a waste of time. Nevertheless, they consider distance education as a motivation to return to their everyday life. This research has implications for the policy makers of the universities and stakeholders and for both receiving and sending countries.

**Keywords:** COVID-19, Social Distancing, Distance Education, Southeast Asian Students, University, Turkey



**Sara Zamir**  
**ERICSSH2201062**

### **The Phenomenon of Social Boycott at Schools**

Sara Zamir

Management in Education, Achva Academic College, Israel

#### **Abstract**

The social boycott includes mainly emotional violence that can deteriorate to verbal and physical violence, occurring inside and outside schools. The aim of the study was to examine the phenomenon of class boycott in the elementary school, using a qualitative methodology. For this end, a qualitative methodology was used. The study population included 20 primary school teachers of different ages. Teachers' responses show that victims of the class boycott are generally different in appearances or behaviors. They tend to hide the boycott since they feel ashamed and terrified. It was found that the motives of the boycott organizer were insecurity and a desire for control. Teachers believe that the main tool for dealing with the class boycott is communication: class conversations as well personal talks.

**Keywords:** Social Boycott, Rejection, "Otherness", Communication

**Eri Kondo**  
**ERICBELLP2201054**

### **Open the Heaven's Door Against Still Behaviorism and Structuralism in Learning**

Eri Kondo

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	<p style="text-align: center;"><b>Abstract</b></p> <p>It's often argued that we have the order of language acquisitions in which we acquire questions including embedded questions and negations. However, hopefully I completely disagree with this opinion and I will defend my stand with valid arguments in this presentation. If so, we have to refute an old theory logically. To begin with, a negative transfer of L1 has been completely shone a glaring light on usages of second language under the onslaught of asking questions. Japanese might not acquire the functions of indefiniteness and definiteness correctly as the same thing as the Russians (Odlin, 1989). Furthermore, a positive transfer of L2 has been highlighted in the instruction to give opinions that learners can understand quite easily, which provides an illuminating discussion of how languages are acquired in the light of that opinion method. Basically, a transfer is psychologically defined as a training habit that a first task effects on a second task (Kimball &amp; Holyosak, 2000). This presentation deals with the insight to rethink the curriculum that follows grammatical structures in the shadow of the drills that would make a habit in brains. In conclusion, research studies in a second language acquisition still remains in the dark about the extent of which teaching methods absolutely perpetuate convincing language acquisitions</p>
 <p><b>Aslina Siman</b> ERCICSSH2234059</p>	<p style="text-align: center;"><b>Quality Initiatives (QIs) Institutionalization in Malaysia: Comparative Study between Japanese and Malaysian Manufacturing Companies</b></p> <p style="text-align: center;">Aslina Siman Graduate School of International Social Sciences, Yokohama National University, Japan</p> <p style="text-align: center;"><b>Abstract</b></p> <p>Customers nowadays are expecting quality products and services. This worldwide expectation have become a norm and minimum requirements for manufacturing companies to fulfill. Thus, manufacturing companies in decades search for many ways to improve the quality of the products and services. Quality initiatives (QIs) that focus on continuous processes and product improvement turn out to be one of the solutions hence considered as one of the important practices to boost manufacturing performance and competitive edge. Thus, QIs implementation become a prerequisite for manufacturing companies to meet the global demands. This research focuses on QIs dissemination and institutionalization at Japanese and Malaysian manufacturing companies in Malaysia from the lens of institutional theory. In accordance to the research objectives and research questions, qualitative study utilizing case study approach was found deem appropriate. 14 case studies were conducted in manufacturing companies in Malaysia to explore and reveal the degree of QIs institutionalization, hence elaborate on how the QIs are disseminated. All the companies are ISO 9001 certified operating in three main sectors (plastic, machinery and equipment, and chemical), three different sizes (large, medium and small companies). The case study results were coded and analyzed with Atlas.ti version 8.4.25 software. Companies' degree of institutionalization were assessed based on five bases; model, culture, education, regulative and technical-rational. Japanese manufacturing companies revealed higher degree of QIs institutionalization compared to Malaysian manufacturing companies especially in regulative and education factors. As for dissemination of quality initiatives in Malaysia, it was found that eight actors (four primary actors and four secondary actors) deliver significant influences to manufacturing industry in Malaysia. Similarities existed between Japanese and Malaysian manufacturing companies whereby top management, internal trainers and customer play significant role. However, Japanese manufacturing gained further benefit due to the strong support from the headquarters.</p> <p><b>Keywords:</b> Quality Initiative, Institutional Theory</p>

Muhammad Farhan  
ERCICBELLP2234052

# **The Influence of Cross Border Acquisitions, Mergers and Joint Ventures on Market Valuation of Southeast Asian Multinational Enterprises: The Case of Malaysia and Indonesia**

Muhammad Farhan  
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## **Abstract**

Multinational corporations from Indonesia and Malaysia have been rapidly expanding their operations across borders in the last two decades. To date, there has been little research about how the announcement of cross-border acquisitions, mergers and joint ventures influence the market valuation of MNEs in this region. Using cross-border acquisition data from 2001 - 2021, this study contributes by analyzing how the announcements of cross-border acquisitions, mergers, and joint ventures influence the stock price of Indonesian and Malaysian multinational enterprises and whether the value of the deals and the presence of free trade agreements between the target and acquirer countries had the moderating effect on it. The sample consisted of 57 confirmed and completed acquisitions, mergers, and joint ventures performed into foreign countries within a 20-year time frame. Results have revealed that these announcements had a positive impact on stock price although the deal value and the presence of trade agreements did not. The insights of this study can help Managers and financial analysts when it comes to knowing to what extent CBA announcements could affect a company's stock price change. They also are beneficial for Investors in the decision making of picking short-term stocks which could potentially yield profits. Future research with more variables could be conducted in the future when there are more completed deals of cross-border acquisitions, mergers, and joint ventures from Indonesian and Malaysian companies.

**Keywords:** Emerging Market Multinationals, Cross-Border Expansion, Mergers and Acquisitions, Joint Ventures, Stock Price, Market Capitalization



Nasya Larasati  
Santosa  
ERCICBELLP2234053

# **The possibility of ratification of the United Nations Convention on Contracts for International Sale of Goods (CISG) in countries influenced by Shari'a Law**

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## **Abstract**

The role of the (CISG) is to ensure certainty in commercial exchanges between different legal systems by providing a uniform sales law. Several studies about the CISG question the Convention's compatibility with other legal systems as many countries have still not ratified. This study aims to assess the compatibility of the CISG in a legal system influenced by Shari'a law and their potential to ratify the CISG. In light of investigating the possibility of countries influenced by Shari'a law in ratifying the Convention, it is necessary to understand why the CISG is still not globally applied and the Convention's compatibility with Shari'a law. This paper examines previous studies regarding the criticism around CISG's provisions and identified those that conflict with the Shari'a law principles. Using previous studies, the Qur'an, and websites that are relevant to the study, the finding shows that the CISG is not compatible with Shari'a law. The Convention contains conflicting provisions with the Shari'a principles, i.e., the prohibitions of riba, gharar, and maysir. The study concludes that the possibility of an Islamic state ratifying the CISG depends on the Shari'a law's level of influence in its legal systems. The higher the influence, the lower the possibility for an Islamic state to ratify the CISG.

**Keywords:** CISG, Shari'a Law, Riba, Gharar, Maysir



<p><b>Sherryl Givani</b> <b>ERCICBELLP2234054</b></p>	<p><b>Spotify: The Effect of Trial Experience on User's Purchase Intention of Premium Service</b></p> <p>Sherryl Givani Faculty of Economics and Business, University of Groningen, Groningen, Netherlands</p> <p><b>Abstract</b></p> <p>The freemium or 'free' and 'premium' business model has been used since the 1980s, and it is now especially popular among SaaS (Software as a Services) companies and other internet-based companies, including MaaS (Music as a Service) business as an example of Spotify. The free side of this business model has a similar concept to product trial that allows their users to have a firsthand experience as to what the product or service has to offer for free. However, businesses will gain their income from the purchase of the premium offers. Hence, it is crucial for these businesses to be able to convert their free users, nonpaying, into a premium user, paying customers. This study aims to look into the effect of the trial experience into the users' purchase intention. The proposed model in this study is empirically evaluated using survey data collected from 105 Spotify users with a prior experience of using the free service of Spotify, responding about their perception preceding the experience. This study shows that users' trial experience when using the free service has an effect on the purchase intention. This effect is positively enhanced with their satisfaction of the experience along with some indicators of personalisation (customised features available for premium version) as well as price value on the premium version.</p> <p><b>Keywords:</b> Free; Free Users; Freemium Business Model; Music Streaming Services; Personalisation</p>
<p><b>Rifqi Imanullah</b> <b>ERCICBELLP2234056</b></p>	<p><b>The Role of Social Approval in Determining the Information Disclosure of Social Media Users</b></p> <p>Rifqi Imanullah Faculty of Economics and Business, University of Groningen, Groningen, The Netherlands</p> <p><b>Abstract</b></p> <p>It is well established in various literature that although people claim to be concerned about their privacy, their actions say otherwise. This study aims to determine whether social approval is a significant factor in determining the frequency of information disclosure online. Specifically, the context that is investigated is the information revelation of social media users. This study applies lessons gathered from evolutionary and contemporary psychology in order to provide a thorough understanding of the propensity to online information disclosure. To test the hypothesis that social approval positively affects information disclosure, an online survey was distributed across the Indonesian and Dutch population. The findings suggest that social approval has a positive effect on the frequency of information disclosure among social networking service users. Furthermore, gender and age are also found to be significant predictors of information disclosure as females and older respondents tend to disclose more information online. Conversely, self-esteem and individualism are found to have an insignificant effect in determining information disclosure frequency</p>





**Lazuardi Ismail  
Firdaus  
ERCICBELLP2234057**

**The Effect of Self-Construal on Willingness to Pay for Expedited Delivery Services Mediated by Self- Regulation and Impatience: Evidence in The Netherlands and Indonesia**

Lazuardi Ismail Firdaus  
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**Abstract**

The self-construal theory has been found as one of the underlying components in a shopper's decisionmaking. Beyond that, abundant empirical studies also disclosed that self-regulation and impatience are linked to an individual's willingness to pay. Based on the shared connection among the variables mentioned earlier, this paper aims to investigate a serial perspective from self-construal to consumer willingness to pay through self-regulation and impatience. We conjecture that people with independent, rather than interdependent, self-construals would exhibit relatively lower self-regulation, leading to higher impatience and greater willingness to pay. Specifically, it is proxied by the willingness to pay for expedited delivery services as the rate of online consumption has been developing in the last decades. From 186 total respondents, the study unfolds the evidence underpinning our propositions. In the research process, we embrace divergent operationalization of self-construal through the country and self-construal scale, the measure of self-regulation through Short Self-Regulation Questionnaire (SSRQ), patience and impatience questionnaire, and consumer's willingness to pay for expedited delivery.

**Keywords:** Self-Construal, Self-Regulation, Impatience, Willingness to Pay



**Nabila Hanarania  
ERCICBELLP2234058**

**The Influence of Culture Towards the Purchase Intention of Beauty-Enhancing Products to Achieve Natural Beauty: Evidence from Indonesia & The Netherlands**

Nabila Hanarania  
Faculty of International Business & Economics, University of Groningen, Groningen, Netherlands

**Abstract**

As the beauty industry quickly recovered from its declining growth in 2020 and embraced a new trend of "natural beauty", it is crucial for marketers to understand what factors cause the increased consumption of beauty products and which markets consume the most beauty products. Though many believe that women's pursuit of beauty is universal, Asian markets have exhibited more spending for beauty-enhancing products than Western markets. This is because Asians tend to be interdependent towards the expectations of society and have a higher need to conform to social norms. As such, this paper empirically studies the effect of culture through an individual's self-construal, and the mediating effect of conformity to norms on the purchase intention of beauty products. From the results of 200 participants of an online Qualtrics survey, this study concludes that Indonesian women, to represent Asian markets, have a higher purchasing intention for beauty products that enhance natural beauty more so than Dutch women, to represent Western consumers.

**Keywords:** International Marketing, Self-Construal, Culture, Beauty, Natural Beauty, Cosmetics, Purchase Intention, Consumer Behavior, Netherlands, Indonesia

**Nazish Idrees  
Chaudhary  
ERICSSH2202054**

**Efficacy of Dialectical Behavior Therapy for the Management of Suicidal Ideation & Deliberate Self-Harm: A Case Study from the Clinical Population in Lahore, Pakistan**

Nazish Idrees Chaudhary  
Senior Lecturer, University of Lahore, Lahore, Pakistan

	<p style="text-align: center;">Muhammad Rafiq Associate Professor University of Lahore, Lahore, Pakistan</p> <p style="text-align: center;"><b>Abstract</b></p> <p>Suicidal behavior is one of the serious consequences of depression. Depression disrupts the daily life functioning including ability to think properly, planning, problem solving and decision-making. This happens because of excessively experiencing the negative emotions. Since decades several therapeutic interventions have been used for suicidal ideation and self-harming behavior management. This case study utilized a form of therapy that is useful for the controlling suicide. A sample was taken for voluntary sessions to determine the efficacy of the dialectical behavior therapy (DBT) intervention in Pakistan. One of the patients was asked to participate as a case study for this qualitative study using a research method called case study after an informed consent. S.B was referred for assessment and treatment of a tendency for a suicidal attempt. The history of the presenting problem and suicidal urges were explored during an initial consultation. A considerable number of factors came into the surface that predicted the trend of suicide in the patient. Within three months, the patient reported decrease in suicidal ideation and self-harming behavior. Dialectical behavior therapy sessions were planned including skills training for emotional stability, obsessions and impulse control. Evaluation of the behavior at the end of this intervention had fruitful outcomes and better change in the patient's condition. Columbia Suicide Severity Rating Scale was used to measure the change after ten sessions, once a week of one hour each.</p> <p><b>Keywords:</b> Suicidal Attempt, Mental Health, Emotion Regulation, Distress Tolerance, Mindfulness</p>
 <p style="text-align: center;"><b>Kush Verma</b> ERCICSSH2202054</p>	<p style="text-align: center;"><b>The Public Service Delivery Cycle-An Innovative Approach to conferring Citizen-Centric</b></p> <p style="text-align: center;">Kush Verma IAS (Retd.), Advisor, Auro Centre for Public Health, Public Nutrition and Public Policy, New Delhi, India</p> <p style="text-align: center;"><b>Abstract</b></p> <p>'Gradually but steadily, public service delivery has been perceived as a fundamental function of the modern governments.' (Public Service Delivery --Get-rights, Challenges and Successes: Frost &amp; Sullivan, Public Sector Practice June 2012). 'The reality of the public sector today is that it is assessed by the efficiency of its service delivery. No longer is the effectiveness of the public sector measured by the revenue it generates or the employment it provides...' (R Chandrashekhar, former Additional Secretary, e-Governance, Government of India). As the above quotes indicate, Public Service Delivery (PSD) is considered central to Good Governance. It is all the more surprising that no comprehensive, coherent and exhaustive conceptual or practical framework exists to bring together its different components. This Paper will address this lacuna by suggesting a new architecture of PSD.</p>
<p style="text-align: center;"><b>Grace VS Chin</b> ERCICSSH2202057</p>	<p style="text-align: center;"><b>The Malayan Emergency in Malayan/Malaysian fiction in English: (Re)Writing History and Gender</b></p> <p style="text-align: center;">Grace VS Chin English Language Studies, Universiti Sains Malaysia, Malaysia</p> <p style="text-align: center;"><b>Abstract</b></p>



In 1956, Han Suyin published her one and only Malayan-based novel *And the Rain My Drink*, which explores the lives of ordinary Malaysians and their experiences in the Malayan Emergency, which began in 1948 in British-colonized Malaya and ended in 1960, when Malaya had already achieved its independence. In 2020, Zen Cho published her novella *The Order of the Pure Moon Reflected in Water*, which rewrites the Emergency by fusing Chinese martial arts (wuxia) romance and the historical event of the Malayan Emergency in the creation of a multilayered fantasy landscape. Published more than 60 years apart, both texts present distinct viewpoints and sensibilities where this historical event is concerned. While Han writes in the realist mode to depict the grimmer realities of the Emergency, Cho uses fantasy to deconstruct the event, and in the process raises a key question about history and gender: How does the (re)writing of history in literary representation contribute to the critique of gender norms and stereotypes? Using new historicism and gender theories, this research paper examines how both texts can offer instructive insights into history and gender as discursive constructs of “reality” and “power”. At the same time, the comparative study may also contribute to our understanding of gender in the Southeast Asian context.

**Keywords:** Malayan Emergency, Gender, History



**Eri Kondo**  
ERICSSH2202058

### **Et Tu, Brute? Assassinations after Conquests in the Plots of Drama and Politics**

Eri Kondo

The Local Government, Nagoya-City, Japan

#### **Abstract**

Why did the assassinations occur such as Julius Caesar after the conquering of Gaul and politicians in Kamakura in Kanagawa and Kyoto, and Kennedy in order to kill political survivors, companions, hostesses and hosts who are still alive? It was the matter beyond the imaginations and implications, and which would be based on another aim to plan the conquest and their greed as extremely jealous feelings. It would be pretty scary. When the pain is sent us, we must realize who are betrayers or not. Conversely, if powers are just falling, those people may not know how to die, behave well or disappear correctly. The plots would have been played intentionally. Apparently, we might have lost the agreement and development on be still alive if heroes would not appear. Then, let's think about other plots and models as multiple thoughts. But carefully these explanations had been done as another plot. It is an issue of reading Jane Austin as pride and prejudice.



**Loay Badran**  
ERICSSH2202062

### **Approaches to Second Language Acquisition in Relation to Arabic**

Loay Badran

Arabic Department, Zayed University, United Arab Emirates

#### **Abstract**

Arabic language is one of the popular languages in the world. Many non-native speakers of Arabic would show great interest to learn and acquiring language. It has become the focus of many foreigners willing to learn more about the Arab culture, societies, and way of life and thinking. These arguments push several language academicians to impart on investigating and studying the approaches to second language acquisition and more particularly with Arabic language. Here, when we say the Arabic language, we mean the Modern Standard Arabic (MSA), which is basically the old Classical Arabic in a new simplified structure that anybody can learn, understand and acquire easily. However, the present paper will tackle the differences between the two and relate them to the level of acquisition a non-native speaker should have to move between them.



In many teaching settings, textbooks that are used with learners of Arabic are basically built on the Modern Standard Arabic structures. In this respect, the language taught to learners should be understood to all, but the learner's language input should be varied in order to cater for all language needs for better communication. That is why it is highly recommended that some research should focus on the study of the second language acquisition conducted on Arabic. Therefore, the present paper will approach the topic from both angles of the foreign language pedagogy that is more concerned with approaches, methods, and techniques and the second language acquisition that is closely related to the way a certain language is learned and acquired. The paper will end up stressing some practical implications on the teaching and learning processes, textbook formulation and development of teaching materials in addition to language assessment and testing.

**Keywords:** Approaches, Second Language Acquisition, Arabic Language, pedagogy



**Philippe Gugler**  
ERCICSSH2202053

### **The Main Drivers of the Competitiveness of Locations**

Philippe Gugler

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#### **Abstract**

The concept of competitiveness has been addressed by economic theorists and policy makers for several hundreds of years, with both groups trying to understand the drivers of economic prosperity and social welfare the goal of this contribution is to address the major useful theoretical contributions that permit to identify the main drivers of a territory's competitiveness We first present the major contributions found in the classical and neo-classical theories. Then, we concentrate on two major's schools providing significant thoughts on the competitiveness of locations: the Economic Geography (EG) School and the International Business (IB) School. Methodology The study is based on a literature review of the classical and neo-classical theories, on the Economic Geography theories and on the International Business theories. This literature review establishes links between these theoretical mainstreams. This work is based on the academic framework establishing a meaningful literature review aimed to respond to our research question and to develop further research in this field. Results The classical and neo-classical pioneering theories provide initial insights that territories are different and that these differences explain the discrepancies in their levels of prosperity and standards of living. These theories emphasized different factors impacting the level and the growth of productivity in a given area and therefore the degree of their competitiveness. However, these theories are not sufficient to more precisely identify the drivers and enablers of location competitiveness and to explain, in particular, the factors that drive the creation of economic activities, the expansion of economic activities, the creation of new firms and the attraction of foreign firms. Prosperity is due to economic activities created by firms. Therefore, we need more theoretical insights to scrutinize the competitive advantages of territories or, in other words, their ability to offer the best conditions that enable economic agents to achieve higher rates of productivity in open markets. Two major theories provide, to a large extent, the needed insights: the economic geography theory and the international business theory. The economic geography studies scrutinized in this study from Marshall to Porter, aim to explain the drivers of the concentration of specific industries and activities in specific locations. These activity agglomerations may be due to the creation of new enterprises, the expansion of existing firms and the attraction of firms located elsewhere. Regarding this last possibility, the international business (IB) theories focus on the comparative advantages of locations as far as multinational enterprises (MNEs) strategies are concerned. According to international business theory, the comparative advantages of a location serves firms not only by exploiting their

	<p>ownership advantages (mostly as far as market seeking, resource seeking and efficiency seeking investments are concerned) but also by augmenting and/or creating new ownership advantages (strategic asset seeking investments). The impact of a location on the competitiveness of firms is considered from both sides: the MNE's home country and the MNE's host country.</p> <p><b>Keywords:</b> Competitiveness, Economic Geography, International Business</p>
 <p><b>Hyunsu Kim</b> ERICSSH2202058</p>	<p><b>The Effect of Self-Esteem on Young Single-Person Households on the will to be Independent: Focusing on the Moderating Effect of Social Support</b></p> <p>Hyunsu Kim Department of Social Welfare, Konkuk University Graduate School of Public Administration, Seoul, Korea</p> <p><b>Abstract</b></p> <p>Recently, the proportion of young single-person households in Korea is rapidly increasing. In particular, economic and social independence of young single-person households is necessary, in order to prevent problems of single-person households such as extreme choices and crimes from occurring, and to solve the difficulties they face, budgets should be established in line with current trends, policies should be introduced, and businesses should be implemented. The purpose of this study was to understand the effect of young single-person households' self-esteem on their self-reliance, this study was to investigate the moderating effect of social support on the relationship between self-esteem and self-reliance among young single-person households. For this study, a survey was conducted on single young households living in Seoul. A total of 340 people responded to the survey, and 326 people's data excluding the omission were analyzed. In addition, self-esteem was used as an independent variable, self-reliance will as a dependent variable, and social support as a modulating variable. The policy implications based on the analysis results of this study are as follows. First, since the situation of single youth households is different in each region across the country, a large and delicate survey should be preceded. Second, there is a need for a way to maximize one's capabilities along with an understanding of oneself. Third, it was suggested that there is a need for measures to expand the community and share information of single youth households through the formation of governance for single youth households. Fourth, it was suggested that there is a need for an emergency fund loan system for single young households and a plan to replace deposits through the national guarantee system for single young households.</p> <p><b>Keywords:</b> Young Man, Single-Person Households, Self-Esteem, Self-Reliance Will, Social Support</p>
 <p><b>Satoshi Ishida</b> ERICSSH2202060</p>	<p><b>Drivers and Challenges in Efforts to Promote Municipal SDGs from the Viewpoints of Collaborative Governance</b></p> <p>Satoshi Ishida Department of Public Policy, Faculty of Regional Design and Development, University of Nagasaki, Sasebo, Nagasaki, Japan</p> <p><b>Abstract</b></p> <p>The concept of collaborative governance has been touted as a model for improving public administration and increasing citizens' trust in government. Over the last two decades, theoretical and empirical studies have investigated the essential and complex mechanisms of governance, and a large body of evidence assures us that stakeholders can come together and work cooperatively to solve mutual problems. Prior research has shown that collaborative</p>



governance can be a viable alternative to adversarial and managerial policy making and implementation. There is a growing interest of literature that recognizes the variables that influence the outcomes of collaborative governance and whether collaboration is successful. Among those factors are the initial conditions for a collaborative process and the key components such as trust building and facilitative leadership. Collaborative governance is often seen as a strategy to restore trust in government by strengthening administration and deliberation, but it is important to build a collaborative process, taking into account that there are many challenges to achieving collaboration. These challenges are also required in policies and measures to promote the SDGs, which now require partnerships through a multi-stakeholder process. First, this study analyzes the literature on collaborative governance in terms of theoretical and empirical aspects. Next, after confirming the significance of the United Nations' Sustainable Development Goals (SDGs) as a governance tool. The SDGs are aimed at sustainable development in both developed and developing countries, and recently even in Japan, some local governments have been actively working to rethink their existing policies in terms of the SDGs. This study examines the drivers, conditions and challenges of collaborative governance from the perspective of the municipal SDGs, which have recently been promoted in Japan.

**Keywords:** Collaborative Governance, Collaboration, Municipal SDGs, Multi Stakeholder Process



**Ansaad Chukkan**  
ERICSSH2202061

### **Making of Hindu Fishermen: An Ethno-Historical Study of 'RSS' in the Coastal Malabar Regions of Kerala**

Ansaad Chukkan

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#### **Abstract**

The existing literature on Hindu right-wing groups in India primarily focuses upon the history and the ideology of Hindutva. These works are yet to empirically explore how RSS ideology is manifested at different local levels. My research examines how Rashtriya Swayamsevak Sangh (RSS) an organisation that promotes Hindu nationalist ideology, successfully imparts their ideology among the Araya Hindu fisher's communities of the Malabar region in Kerala. Within a short span of time, this organisation, became dominant in the coastal areas of Malabar. Fishers adopted the RSS ideology much quicker than other Hindu communities in the region. This study thus aims to look into the RSS's organizational activities to bring the Araya fishers communities under their influence. I have adopted the ethno-historical method for the study. In-depth personnel interviews and informal conversations were conducted with the leaders and sympathisers of the RSS organisation who belonged to the fisher community. The government reports, newspaper reports, and the magazines and pamphlets of the organisation are also examined. The paper would argue that RSS has successfully presented before the fishers as a Hindu organization capable of protecting their values and culture. The organisation inculcated the idea of Hindutva among the fishers by assimilating their indigenous beliefs and customs. Through this process, RSS created a communal consciousness amongst the marginalized Arayas. It thus led to the othering of the Puisse Muslim fishers. Thus, the paper would suggest that RSS succeeded in imparting communal ideologies among the Marginalised Araya fishers by appropriating them into the mainstream Hindu identity.

**Keywords:** RSS; Fishermen; Hindutva politics; Coastal Malabar; politics of hate; assimilation; communalization





**Kudrat-E- Khuda**  
ERCICBELLP2202052

## **The Problems and Misinformation that Social Media Creates, and How These are Addressed in Some Asian Countries: An Analysis**

Kudrat-E- Khuda

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### **Abstract**

Now, almost all the fake news is spread on social media in different countries including Asian countries. As there is no proper fact-checking system, so perpetrators target the social media platforms especially on Facebook, Twitter, to spread fake news. Some fact-checking institutes have sprung up in some Asian countries which are trying to fight against false news but those are not enough in comparison to the scale of fake news spread on social media. Some developed countries in Asia like Singapore have developed such tools and taken some steps to put the spread of news under control. Besides, some countries of Asia i.e. Bangladesh, India, Malaysia, Taiwan, Japan, South Korea, Cambodia, and the Philippines have formulated different legal frameworks in the name of checking fake news and harassment on social media. But sometimes those laws are misused by the authorities concerned to implement is political agenda and gagging the public opinion criticizing the authorities' misrule and punishing the individual under the laws for being critical against them. Despite those attempts for fact-checking, fake news is still dominating social media due to low implementation and incapacity of the tools and steps. The paper aims to understand the issues of misinformation on social media and how some Asian countries are dealing with the issues. It also illustrates the features of misinformation on social media and highlights the typology of this misinformation, the most significant misinformation, and the chronology of the developments.

**Keywords:** Asian Countries, Fake news, Impacts, Legal issues, Social media

**Deepali Kanwar**  
ERCICBELLP2202055

## **india's trade deficit with asean: an alternative perspective**

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### **abstract**



the india-asean agreement entered into force in 2010, post which india's trade deficit with asean has been widening. thus, it is often argued that asean benefitted more than india from this agreement, however, a widening deficit does not provide us any insights on two important aspects of trade, i.e. (a) what india imports and (b) how much of india's trade is covered under the fta. therefore, implying that the agreement is more skewed in favour of asean, primarily only on the basis of the increasing trade deficit, requires to be revisited and further analysed. another aspect that the deficit does not reflect onto is how india's mfn could influence india's trade even with respect to the fta partners. therefore, in this paper, an attempt has been made to (a) analyse the structure of trade of india vis-a-vis asean over the years, (b) analyse the trade of goods liberalised under the agreement and (c) how mfn and tariffs under the fta influence trade. though around 90-93 per cent of india's trade with asean is covered under the fta, around 20 per cent of this could be taking place at mfn as the duties are significantly lower than the duties under the fta, which is predominantly confined to few commodities. there is thus, a significant possibility that the widening trade deficit is not entirely due to the liberalisation offered under the fta, but also partly due to the unilateral liberalisation of india's mfn rates.

	<p>more so, the structure of trade indicates that the imports are of significantly higher volumes of raw materials and intermediates from asean, than consumer goods, whereas the opposite is true in case of india's exports.</p> <p><b>keywords:</b> trade, trade deficit, fta, tariffs</p>
 <p><b>Yussif Suleman Issah</b> ERICSSH2235053</p>	<p><b>Critics of Ethical Principles and Authorities Behaviours on Educational Management</b></p> <p>Yussif Suleman Issah Sociology of Education, Ankara University, Ankara, Turkey</p> <p><b>Abstract</b></p> <p>In this study, the center of gravity is to critics of ethical behaviors and conditions on education management at schools in Turkey. In this study, there are some of discussion and conclusion parts have been presented by examining related articles in literature. Those shows us critics of ethical management conditions in school teachers. Teachers and managers must be show ethical behaviors while using leadership skills. In addition, they obey the suitable laws and politics related with occupational ethics principles as well. That is necessity to use ethical behaviors in educational management positively. Authorities must be use that power with taking attention on their behaviors, relations with children and people, clear communication while addressing and create a warm atmosphere in the group.</p> <p><b>Keywords:</b> Ethical Behaviors, Ethics Leadership, Education Management, Teacher's Ethic</p>
<p><b>Jovana Škorić</b> ERICSSH2235055</p>	<p><b>Theory and Practice in Social Work - Between Possibility and Possible</b></p> <p>Jovana Škorić Social Work, Faculty of Philosophy, University of Novi Sad, Novi Sad, Serbia</p> <p><b>Abstract</b></p> <p>Understanding the theory and practice as a single whole is a challenge in all fields and disciplines, especially in the social work. The paper starts from the assumption that theory and practice are one side of the coin, and author wants to present the challenges and difficulties in the field of social work and social protection. In the first part of the text, the paper deals with theoretical presentations of previous controversies when it comes to these concepts. Furthermore, the paper elaborates and critically analyzes the possibilities of integrating theory and practice in social work on the territory of the Republic of Serbia. Challenges such as lack of cooperation between academia, social policy makers and practitioners, insufficient number of employees in relation to the scope and complexity of work, slow changes in the law, are just some of the problems affecting insufficient integration of theory and practice, which has negative consequences for the users. In other words, it leads to inadequate and incompatible services. At the end of the paper, there is a room for discussion on more proactive efforts of the academic community, social policy makers and practitioners in overcoming certain challenges and conceptualizing theory and practice as an inseparable whole.</p> <p><b>Keywords:</b> Theory, Practice, Integration, Social Work, Possibility</p>
<p><b>Chander Shekhar</b> ERICSSH2235056</p>	<p><b>Introduction to Buddhist Archaeology of Haryana (India)</b></p> <p>Chander Shekhar Buddhist Studies, Kurukshetra University, Kurukshetra, India</p> <p>Manoj Kumar Buddhist Studies, Kurukshetra University, Kurukshetra, India</p>



	<p style="text-align: center;"><b>Abstract</b></p> <p>The present research paper is based on the explorations and excavations of Buddhist sites of the Indian state Haryana. It is a small state in north India. Earlier it was part of greater Punjab. Haryana has a very rich ancient history right from the Stone Age. It is known as the cradle of civilization. During the Buddha period, Haryana was very prosperous. Buddha also visited this region during the travel of the northwest province of British India. In this research work, the authors describe the Buddhist trail in Haryana and the tangible heritage of Buddhism which were built in the respect and memory of the Buddha's journey like Stupa, Monasteries, Pillar, sculptures, etc. Several stupas like Chaneti Stupa, Thanesar Stupa, Agroha stupa, Adibadri, Katrawali, Assandh Stupa, and many monasteries were come into light during the excavation and exploration in Haryana as well as a lot of Buddhist sculptures also found.</p>
<p><b>Wungreiyon Moinao</b> ERCICSSH2235060</p>	<p style="text-align: center;"><b>Traces of War: Reading Samuel Beckett's Waiting for Godot, Endgame and Happy Days</b></p> <p style="text-align: center;">Wungreiyon Moinao Ph.D. Scholar, Department of English, North Eastern Hill University (Nehu), Shillong, India</p> <p style="text-align: center;"><b>Abstract</b></p> <p>While Beckett is reticent to give political and historical coloring to his texts, one cannot deny the influence of his wartime experiences on his writings. Beckett's depiction of the world in decay and its inhabitants suffering from physical and mental pain, constantly seeking for a meaningful existence, is not merely a philosophical rumination but closely connected to the realities of his times. The paper studies traces of war as manifested in the plays of Samuel Beckett. The deracinated landscape and the minimalist setting of the plays will be discussed as a way to portray the bleakness of post-war life. The tramps' desperate act of 'waiting' will be discussed by contextualizing Beckett's war experience or the experiences felt by the Jews and Allied soldiers during Second World War. The paper will also compare Endgame with the experience of the soldiers in a trench-hole shelter.</p> <p><b>Keywords:</b> Samuel Beckett, Drama, War, Escape Lines and Trench Shelter</p>
 <p><b>Shpetim Madani</b> ERCICSSH2235061</p>	<p style="text-align: center;"><b>An Analysis of the Prose of Bernard Malamud from the Perspective of Martin Buber's I-You Philosophy</b></p> <p style="text-align: center;">Shpetim Madani Foreign Language Center, Academy of Armed Forces, Tirana, Albania</p> <p style="text-align: center;"><b>Abstract</b></p> <p>This paper seeks to analyze the prose of Jewish American writer Bernard Malamud (1914-1986) from a perspective of Martin Buber's I-You philosophy, which aims toward a transition from I-it to I-You. The I-it connection entails a subject-to-object connection with the world, whereas I-You refers to a subject-to-subject relationship with another human being, including an animal or inanimate object. This sort of relation is best manifested through love. The study sheds light on the transformation of the Malamudian hero from an egotistical individual who first treats others as merely objects to regarding them as equally important human beings. This moral evolution occurs in the fashion of Buberian I-You philosophy. This transition whereby both participating entities are transformed does not occur easily because the protagonist's past is considerably dark and he is initially distrustful of the world. This way, on his road to redemption the male character is generally encouraged and guided by the female counterpart, serving as an alter ego that reminds him of his responsibility and humanism as a human being. The analysis begins with a short introduction into Buber's philosophical ideas, which are then illustrated through Malamud's major works.</p>



 <p><b>Lakhdar Boubaya</b> ERCICBELLP2235061</p>	<p><b>Keywords:</b> Buber, I-it, I-You, Humanism, Love, Responsibility</p> <p><b>Civilisation-Langue-Culture</b></p> <p>Lakhdar Boubaya Faculty of Languages, University of Msila, Algeria</p> <p><b>Abstract</b></p> <p>The study of excerpts from five reading books intended for allophone children between the end of the 19th century and the first third of the 20th century makes it possible to de-linearize the history of these fascinating objects located in a regime of vanished historicity. As soon as we exhume them to observe them as objects of study, we are caught in the nets of the plurality of senses. Through this historical operation, while they are initially intended to be read to learn a non-mother tongue (French), to anchor or transmit exogenous or already hybridized values, they give rise to multiple interpretations. These manuals thus offer keys to grasping the complexity of the movements that build the civilization-language-culture relationship. Indeed, these reading books could have served colonial propaganda and the educational ideals of the masters at the same time, promoting a form of assimilation or integration, etc. From a child's point of view, they contributed to building an imaginary in which French has a place and, although we cannot prejudge their modes of appropriation, the traces left in history tell us that they contributed, against all odds, to diversified modes of acculturation.</p>
 <p><b>Belkhir Sofiane</b> ERCICBELLP2235062</p>	<p><b>Why is Language Important in Civilization?</b></p> <p>Belkhir Sofiane Letter and Language, University of Msila, Msila, Algeria</p> <p>Takia Tayeb Letter and Language English Setif, University of Msila, Algeria</p> <p><b>Abstract</b></p> <p>It's important because if we couldn't speak with our own language then we couldn't talk to each other. Talking is very useful when interacting with other humans. For example, if we are hurt or need help, we can call a friend and ask them to help. Language is vital for learning and to pass information and knowledge from one person in a society to the next, until everybody has learnt it. This gives large numbers of humans the skills needed for progress. Language also is a way of controlling human emotions. If you see something which scares you, calling it a pleasant name such as 'Coo-coo' or 'fluffy bunny' helps to make it seem far less scary. A person can be calmed down when angry or upset and whole countries can do various important actions, such as in World War Two when communities were asked to grow their own food due to shortages and lack of imports. Language has played a crucial part in developing civilisations. Even in prehistoric times, humans used language to prepare hunting strategies which allowed them to kill huge animals such as mammoths. Language eventually lead to the creation of written languages which further increased the spread of information.</p>
<p><b>Lachemi Issad</b> ERCICBELLP2235064</p>	<p><b>Modernity and Linguistic</b></p> <p>Lachemi Issad English Language and Letter, University of Tizi Ouzou, Msila, Algeria</p> <p><b>Abstract</b></p>

	<p>Linguistic modernity is constitutive of our historical experience of the actuality and materiality of modernity as a whole. This essay delineates the discursive continuity between the May Fourth language reform movement in China in the early twentieth century and the universal language movement in early modern Europe. By showing the trans-historical and trans-national circulation of the idea of a perfect language, whether universal or national, the essay urges for a recognition of the need to consider the achievements of the Chinese language reform movement in close relation to modern Western linguistic thought and practice and thereby offers an example of global modernity and the pattern of its movement.</p>
<p><b>Yassine Benrqya</b> ERCICBELLP2235080</p>	<p><b>An Empirical Analysis of the Financial Impact of Cross-Docking Strategy</b></p> <p>Yassine Benrqya School of Business Administration, Al Akhawayn University, Ifrane, Morocco</p> <p><b>Abstract</b></p> <p>The purpose of this paper is to measure the financial impact for European Grocery retailers that adopted Cross-docking strategy (XD) compared to those adopting a traditional warehousing strategy (TW). The paper specifically looks at the impact of XD on the inventory management, capital, liquidity and profitability structures. The research analyzed data from the Eikon/ThomsonReuters data base. The data collected concerns European grocery retailers and aims to compare adopters of cross-docking with non-adopters. The results indicated that non-adopters' inventory efficiency, asset efficiency, and cash cycle generally deteriorated in relation to adopters of cross-docking. Second the adopter group tended to be much faster growing than the non-adopters and this might also help explain the inventory and cash cycle efficiency adopters experienced during the study period. The main limitations of the research include the fairly small number of firms studied (11 adopters and 12 non-adopters). Another limitation is the fact that only the retailer's perceptions have been considered. It would be beneficial in future research to consider the opinion of manufacturers about their own management of these brands.</p> <p><b>Keywords:</b> Cross-Docking, Grocery Retailers, Financial Performance, Financial Statements Analysis</p>
<p><b>Ahmed Aldhafeeri</b> ERCICBELLP2235081</p>	<p><b>Public order and enforcement foreign arbitral awards: The Saudi Perspective</b></p> <p>Ahmed Aldhafeeri Law, Reading University, England</p> <p><b>Abstract</b></p> <p>The New York Convention has been the most successful agreements in the field of international commercial arbitration. However, it was established in 1958 and some of its articles are now criticized for being outdated and difficult to apply. This is due to subsequent developments in international investment and arbitration. The Convention contains some exceptions to the implementation of the arbitral awards and hence arbitral awards may be refused by the competent authority. To illustrate the above, Article V(2)(b) of the Convention stipulates that recognition and enforcement of an arbitral award may be refused if the competent authority in the country where recognition and enforcement is sought finds that the award would be contrary to the public policy of that country. Despite this stipulation, the Convention does not define public policy term. This vagueness can lead to a broad interpretation of this notion. Moreover, it can give an ultimate authority to the national courts to misuse this exception by misusing this exception as a refusal ground.</p>



	<p>There is no doubt that the enforcement of arbitral award is the main aim of the New York convention, and it is the most crucial part of the process of enforcement of arbitral award. However, by involving this notion without any elaboration the signatories render this convention less effective and hence arbitration parties will be less confident about the efficiency of this convention and to what extent the signatories are adhered to apply its provisions. Therefore, the significance of this research based on clarifying public policy exception and hence limit the ultimate authority of national courts to refuse enforcing foreign arbitral awards. Without doubt, this will increase the confidence of international community and dispute parties in both Saudi's jurisdictions and New York convention efficiency.</p> <p>How is public policy interpreted in Saudi Arabia? What are the sources of public policy in Saudi Arabia? Are the terms of public policy and Sharia synonymous in Saudi Arabia? Has Sharia law hindered Saudi Arabia from enforcing non- domestic awards, or could it be used to refuse to enforce arbitral awards? Do arbitration laws in Saudi Arabia comply with New York convention? Library-based Study.</p> <p>Critical analysis of primary sources: Arbitration legislations, international conventions and courts decisions. In-depth examining of secondary sources: Books, Articles, related reports and relevant literature.</p> <p>Firstly, the research aims to examine the concept of public policy in Saudi Arabia and how did Saudi legislator identify public policy, by this this study seeks to conduct specific definition of public policy. Secondly, since Sharia law plays a significant role in Saudi's legal system, it will be crucial to find out Sharia effects on Saudi's public policy. Finally, this study seeks to investigate to what extent do arbitration laws in Saudi comply with New York convention regarding public policy.</p> <p>Identifying precisely the notion of public policy. By identifying this term, the study seeks to clarify the nature of Saudi's jurisdiction regarding public policy. Narrowing the ultimate authority of Saudi's courts. Promoting arbitration as a significant alternative dispute resolution method in the field of international commercial disputes.</p>
<p><b>Florence Banjo</b> <b>ERCICSSH2236052</b></p>	<p style="text-align: center;"><b>Sustainable Development and Climate Change</b></p> <p style="text-align: center;">Florence Banjo Studies in Environmental Science, World Hope Foundation, Lagos, Nigeria</p> <p style="text-align: center;"><b>Abstract</b></p> <p>Sustainability is defined in terms of four overlapping positions, ranging from very weak to very strong sustainability. The core idea is of a non-declining capital stock (including natural capital) over generational time. Weak sustainability positions emphasize capital substitution possibilities and the power of technical process to mitigate resource depletion and pollution problems. Climate change and its associated risks and strong uncertainty are characterized by features which favor a strong sustainability approach incorporating the precautionary principle. Strong sustainability positions recognize constraints on substitution processes and incorporate ethical concerns such as intergenerational equity as a moral duty. Cost-benefit analysis is moderated via safe minimum standards which set GHGs concentrations and emissions abatement targets</p>



<p><b>Hanadi M. I. Hassan</b> ERCICSSH2236057</p>	<p><b>The Effect of Accounting Information on Stock Prices: Evidence from the GAZA Stock Exchange</b></p> <p>Hanadi M. I. Hassan Field Officer -Human Resource, Catholic Relief Services, Gaza, Palestine</p> <p><b>Abstract</b></p> <p>Past empirical research indicates that, in an increasing number of countries, certain accounting parameters affect the course of stock prices. Moreover, that this effect becomes stronger with time. The present study examines the impact of earnings and book value in the formulation of stock prices on a sample of 38 companies listed in the Athens Stock Market during the 2007-2018 period. The resulting evidence suggests that the joint explanatory power of the above parameters in the formation of stock prices increases over time. However, the impact of earnings is diminishing, compared to the book value, while investors strive towards analyzing the fundamental parameters of businesses. Finally, multicollinearity was traced between the earnings and book value variables.</p> <p><b>Keywords:</b> Accounting Information, Stock Prices, Stock Returns, Earnings Per Share, Multicollinearity</p>
<p><b>Gurkan Yilmaz</b> ERCICSSH2236063</p>	<p><b>On the Religious Sacrifice Motif in the Book of Dede Korkut Qurban of Dede Korkut</b></p> <p>Gurkan Yilmaz Humanities and Art Faculty, Szeged University, Szeged, Hungary</p> <p><b>Abstract</b></p> <p>Dede Korkut Stories, which are the products of the transition from epic to the folk tale, are the building blocks of oral tradition. Traditions, customs, beliefs, geographical conditions, wars with their enemies, and extraordinary events of the Oghuz are told through the story. In addition to encountering many motifs in the work, a sacrifice motif is also engaged. There are three sacrifices motifs at the Dede Korkut Stories, consisting of twelve stories. First, the sacrifice motif in The Story of Dirse Han's Son Boğaç Han is seen as an animal, in the second, the sacrifice motif is seen as a group of male animals in the Kam Püre Son Bamsı Beyrek Story, and in the third, in the story of Kazan Bey's Son Uruz Being Captive, the son uses the analogy of sacrificing himself for his father. The sacrifice motif in the mentioned stories has been examined in this study.</p> <p><b>Keywords:</b> Dede Korkut, Sacrifice, Motive</p>
 <p><b>Shpëtim Madani</b> ERCICSSH2236064</p>	<p><b>The Individualism/Collectivism Dichotomy in N. Hawthorne's Novel the Scarlet Letter</b></p> <p>Shpëtim Madani Foreign Language Center, Academy of Armed Forces, Tirana, Albania</p> <p><b>Abstract</b></p> <p>This paper seeks to examine Nathaniel Hawthorne's novel "The Scarlet Letter" (1850) through the literary device of dichotomy, highlighting the major chasm between the puritan 17th-century Boston collectivistic society and the heroine's individual conscience. Refusing to reveal the name of the town clergyman, by whom she has an illegitimate child, Hester is forced into seclusion, which renders her stronger, in being able to maintain herself and her progeny with dignity, while becoming a role model as a mother and craftswoman. The scarlet letter "A" that she has to wear, as a mark of adultery, on her bosom comes to symbolize the heroine's evolution from a faithless woman to a capable one reflecting exceptional solemnity. In the end,</p>

	<p>Hester is elevated as an innocent noble human being who manages to find acceptance in a rigid community which she has helped to reform, as well.</p> <p><b>Keywords:</b> Dichotomy, Individualism, Collectivism, Puritan Morality, Sin, Dignity</p>
<p><b>Jasmine Mehta</b> ERICBELL2236057</p>	<p><b>Validity checks on the Applicability of the Export Led Growth Hypothesis: A Panel Data Analysis of the South East Asian Nation from 1980-2018, An Inquiry into the Applicability of the Made in China policy 2025</b></p> <p>Jasmine Mehta Faculty of Economics, MIT World Peace University, Mumbai, India</p> <p><b>Abstract</b></p> <p>The COVID-19 pandemic which emerged from China, Wuhan being the epicenter of its spread globally has deeply disrupted the global supply chains which were already experiencing disruptions due to unilateral and arbitrary actions. Amidst the pandemic, the Made in China 2025 is boosting the manufacturing abilities of the Chinese manufacturers and is promoting the Chinese industries to grow into a technological hub with the development in the technology intensive techniques and move away from being a labor-intensive workshop, by increasing import substitution and export promotion through high investments in technological advancement of resources and techniques of manufacturing. The MIC 2025 aims at optimum utilization of the resources through its protectionist approach, by trade promotion, export promotion, import reduction, encouraging the market for indigenous goods thereby strengthening domestic manufacturers and reducing dependence on foreign suppliers. The initiative encourages increased production in high-tech products and services. MIC 2025 in nature is a protectionist policy, thus is built on the pillar that increasing exports will drive China's GDP growth and its main objective to move away from being the "world's factory" which is the cheapest producer of low-tech goods facilitated by reduced labor costs and supply chain advantages<sup>1</sup>. The Export-led Growth Hypothesis (ELGH) postulates that exports are one of the major driving forces behind economic growth. This study examines if the hypothesis is applicable in selected Asian nations, as predicted by the Chinese government, using time series data from 1980-2018. Variables selected are Real GDP, Exports, Government expenditure and Investment. Using these variables, a panel data approach has been applied such as panel unit root, panel cointegration, Fully Modified OLS (FMOLS) and Dynamic Ordinary Least Square (DOLS). The results of the test indicate a long run relationship between exports and GDP growth rate. The results of the study prove that exports are a driving force of economic growth and the GDP of the country has increased with an increase in exports, thus validating the export driven growth hypothesis. Further, the test measures the role government expenditure and Investments have on the growth of Chinese Economy amidst the pandemic.</p> <p><b>Keywords:</b> Export-Led Growth Hypothesis (ELGH), Economic Growth, Trade Promotion, MIC 2025.</p>
<p><b>Chidi John Akah</b> ERICBELL2236062</p>	<p><b>The Campaign Against the Abolition of the Death Penalty in Nigerian Criminal Jurisprudence: How Far?</b></p> <p>Chidi John Akah Department of Jurisprudence and International Law, Rivers State University, Port Harcourt, Nigeria</p> <p><b>Abstract</b></p> <p>Globally, the issue of the death penalty has generated concern and debate for decades and has become a matter of continuing fascination amongst the developed and under-developed</p>



	<p>nations. Although, there are several reasons that have been canvassed in favour of its retention of the death penalty in the statute books of some nations, such as that it serves as a deterrent to others who may want to commit a capital offence, that it meets the need for retribution and that public opinion demands its imposition. However, in the face of the development of human right, the practice has become archaic owing to some reasons which are obvious, especially on the caprice and mistakes shredded in the practice of executing an innocent defendant or an accused person, and particularly on a weak judicial system shredded with corruption. This paper will canvass that although the death penalty is constitutional in Nigeria as it were, but the narrative is globally changing because of the respect for human rights and Nigeria as a giant of Africa should take the lead in abolishing this heinous practice which violates the sanctity of human right. This paper leans in favour of the abolitionist perspective by arguing that the life imprisonment is rather preferred to death penalty.</p> <p><b>Keywords:</b> Sanctity of Life, Death Penalty, Fundamental Human Right, Constitutionality, Capital Punishment</p>
 <p><b>Paloma Scott</b> ERICBELL2236065</p>	<p><b>Psychic suffering at work and Defensive Strategies of Outsourced Worker at Building Constructions</b></p> <p>Paloma Scott Department of Psychology, Insight Solutions Psychology Inc., Calgary, Canada</p> <p>Ana Magnólia Bezerra Mendes Department of Psychology, Insight Solutions Psychology Inc., Calgary, Canada</p> <p><b>Abstract</b></p> <p>This paper investigated defensive strategies to confront suffering used by outsourced workers of building constructions builders in Brasília, having as theoretic-methodological reference the Psychodynamics of Work. Semi structured collective interview was undertaken with 20 workers, distributed in four groups with five participants each one. The interview was submitted to content analysis. The results show the workers presenting vulnerability and insecurity to face outsourced production models that would disregard their rights and demand high productivity. The suffering becomes visible by mal-being symptoms indicated as physic and mental stress and lack of recognition, that is coping by negation and control as defensive mediation strategies. The results confirm the initial presuppositions that the production model based on Taylorist principles and flexible accumulation of capital, predominant at the building construction sector, has a potential to increase suffering at a production context.</p> <p><b>Keywords:</b> Building Constructions, Psychodynamics of Work, Mediation Strategies, Suffering, Outsourcing</p>
<p><b>Pin-Chun Shen</b> ERICBELL2236066</p>	<p><b>The Influence of Welfare System on Employee Retention: Organizational Culture as a Moderator.</b></p> <p>Pin-Chun Shen Graduate Institute of Human Resource Management, National Changhua University of Education, Changhua, Taiwan</p> <p>Laing-Chun Lin Graduate Institute of Human Resource Management, National Changhua University of Education, Changhua, Taiwan</p> <p>Professor Tsang-Kai Hung</p>



	<p>Graduate Institute of Human Resource Management, National Changhua University of Education, Changhua, Taiwan</p> <p>Yi-An Chen</p> <p>Graduate Institute of Human Resource Management, National Changhua University of Education, Changhua, Taiwan</p> <p><b>Abstract</b></p> <p>The purpose of this study is to explore the correlation between welfare system, employee retention and organizational culture, whether welfare system has a significant correlation with employee retention, and whether organizational culture can moderate the relationship between welfare system and employee retention. Research methods The sample was collected by questionnaire survey, with a total of 110 valid questionnaires. SPSS statistical software is used for analysis, and the analysis methods include sample analysis, reliability analysis, correlation analysis and regression analysis. The results of the study are (1) the welfare system has a positive relationship with employee retention, (2) organizational culture has no moderating effect between the welfare system and employee retention, and suggestions are made based on the results, hoping that this research can help companies understand welfare. The importance of institutions for retention of willingness to improve internal strategy development within an organization. Finally, the development direction of follow-up research is also proposed.</p>
<p><b>Nikolay Shindarov</b> <b>ERCICBELLP2236067</b></p>	<p><b>Challenges Created by False Friends in the Process of Foreign Language Learning</b></p> <p>Nikolay Shindarov</p> <p>Faculty of Slavic Philologies, University of Sofia, Sofia, Bulgaria</p> <p><b>Abstract</b></p> <p>Lexical units that look and/or sound similar or identical in two different languages but differ in meaning (the so-called "false friends") inevitably create an association with the first language in the learner's mind. Discovering what specific kind of challenges this creates for the learners would be beneficial for creating successful language teaching strategies. The paper discusses a study conducted with Bulgarian students aged between 10 and 12 years. The students were taught 50 lexical items in Slovenian and French using a mobile educational game. They played the learning game and took a test the next day. The test results show that the false friends can cause both grammatical and semantic errors. The probability of making grammatical errors is higher than the probability of making semantic errors. Future research is needed to find out how teaching methodologies can be specifically optimized to deal with this kind of problems which could arise when teaching similar languages.</p> <p><b>Keywords:</b> False Friends, Language Acquisition, Vocabulary Acquisition, Translation Difficulties</p>
 <p><b>Yu-Tzu Ko</b></p>	<p><b>The Effect of Pay Satisfaction on Work Performance: The Moderating Effects of Workplace Friendship</b></p> <p>Shu-Min Wang</p> <p>The Department of Human Resource Management, National Changhua University of Education, Taiwan</p> <p>Yu-Tzu Ko</p> <p>The Department of Human Resource Management, National Changhua University of Education, Taiwan</p>

<p><b>ERICSSH2237060</b></p>	<p style="text-align: center;"><b>Abstract</b></p> <p>This study mainly explores the effect of pay satisfaction on work performance, the moderating effects of workplace friendship. The questionnaires were collected by purposive sampling, total of 100 valid questionnaires; and SPSS confirmatory factor analysis and SPSS regression analysis were used to verify the results. From the research results, we know that pay satisfaction does not significantly affect the relationship between work performances, but workplace friendship has a positive relationship with work performance, and workplace friendship has no interference effect between pay satisfaction and work performance. Finally, this study puts forward practical implications and suggestions based on the research results to improve employees' work performance through good workplace friendship.</p> <p><b>Keywords:</b> Pay Satisfaction, Work Performance, Workplace Friendship</p>
<p><b>Suneel Sadiq</b> <b>ERICSSH2237054</b></p>	<p style="text-align: center;"><b>Impact of Interpretation, Breakdown on Children's Social Life</b></p> <p style="text-align: center;">Suneel Sadiq Social Services, Hope Worldwide-Pakistan, Jhelum, Pakistan</p> <p style="text-align: center;"><b>Abstract</b></p> <p>We are combine excellence and mass methods to explore the children aged 9 to18 year olds in today's heavily mediated consumer culture, focusing on the opportunities and risks that the society represents for young people. The enthusiasm, with which this age group regards, they proclaim proudly, suggests a striking coincidence of interests between young people themselves and the rapidly growing industry that markets to them, developing dedicated services, albeit a coincidence that arouses considerable ambivalence among critical commentators. It is suggested that young people's involvement with entertainment and other consumer culture, including the ways in which this mediates /youth culture, can be usefully framed in terms of literacy, a framework currently of considerable policy relevance given the duty of the communications regulator, UN, to promote literacy. This paper draws on the qualitative findings obtained thus far to identify the varieties of literacy evidenced by young people, including their considerable fluency in using Consumer culture to create a seamless, 'always on', peer-oriented environment, their less-than critical awareness of some of the commercial imperatives and strategies that lie behind the provision of these, and the difficulties of identifying as yet 'unmet needs' for this Social Change in population.</p>
<p><b>Naing` Lin</b> <b>ERICSSH2237055</b></p>	<p style="text-align: center;"><b>Media Research</b></p> <p style="text-align: center;">Naing` Lin Communication, MDIS Institute, Myanmar, Burma</p> <p style="text-align: center;"><b>Abstract</b></p> <p>Scriptwriting should be kept well in advance of film-making. Scripts are artistic works of a peculiar character different to that of novels or dramas; form the ideological basis for films. Therefore, it is impossible to produce good films without giving priority to scriptwriting over film-making. Therefore, it is difficult to make film and in film making we are facing so many problems because we are making as same as script. So, we memorize everything in script and using in film-making. Sometimes efficient script makes film so bad that people could not accept that. Bad script such as for example Ronan 47, London Boulevard, Red Riding Hood, A Million Ways to Die in The West and Dark phoenix. They try to get budget from the viewers and the audiences didn't like those films due to some problem. In some kind of problem, we discuss about film in research of media, we are form of industry to search problem to realize not to</p>

	make it same problem when we create the film. Going back to the 90s period, those time we were learnt about film with low budget that can get million. Overall mass media provides persuasion media helps from public opinion, influence votes, change attitudes, moderates behaviour debunk myths and sell products. Persuasion is most effective when performed in a subtitle manner. Hence, these are the ways media is useful to an individual and society.
<b>Akanksh Sharma</b> ERICSSH2237056	<p style="text-align: center;"><b>Analogical Reasoning and Priming</b></p> <p style="text-align: center;">Akanksh Sharma Department of Psychology, Christ University, India</p> <p style="text-align: center;"><b>Abstract</b></p> <p>Numerous studies have investigated the cognitive processes involved in analogical reasoning. For instance, some researchers posit that analogical reasoning depends on the controlled comparison between the base and the target systems. However, a number of studies have found instances of spontaneous and automatic analogical reasoning, the mechanisms of which are unknown. This study aimed to understand the implicit and automatic mechanisms involved in the processing of analogies. Specifically, this study investigated the role of priming in facilitation of analogical reasoning. Either congruent primes (relations that were needed to solve a subsequent analogy) or incongruent primes (words not related to the subsequent analogy) were presented before an analogy task (of the form a: b:: c: d, where participants were required to categorize the words as either forming an analogy or not), and the reaction times and accuracy of the participants were noted. The primes were presented with a SOA of 100ms. The study found that the accuracy of analogical reasoning was indeed facilitated when congruent primes were presented. However, the reaction times remained more or less consistent in both conditions. These findings suggest that analogical reasoning is facilitated by priming, and that relational integration of the prime with the presented analogies facilitates analogical reasoning.</p> <p><b>Keywords:</b> Priming, Analogical Reasoning, Relational Integration</p>
<b>Shu-Min Wang</b> ERICSSH2237059	<p style="text-align: center;"><b>The Effect of Pay Satisfaction on Work Performance: The Moderating Effects of Workplace Friendship</b></p> <p style="text-align: center;">Shu-Min Wang Human Resource Management, National Changhua University of Education, Changhua, Taiwan</p> <p style="text-align: center;"><b>Abstract</b></p> <p>This study mainly explores the effect of pay satisfaction on work performance, the moderating effects of workplace friendship. The questionnaires were collected by purposive sampling, total of 100 valid questionnaires; and SPSS confirmatory factor analysis and SPSS regression analysis were used to verify the results. From the research results, we know that pay satisfaction does not significantly affect the relationship between work performances, but workplace friendship has a positive relationship with work performance, and workplace friendship has no interference effect between pay satisfaction and work performance. Finally, this study puts forward practical implications and suggestions based on the research results to improve employees' work performance through good workplace friendship.</p> <p><b>Keywords:</b> Pay Satisfaction, Work Performance, Workplace Friendship</p>
<b>Dr. Bennabhaktula Lavanya</b>	<p style="text-align: center;"><b>The Role and Status of Tribal Women in Society</b></p> <p style="text-align: center;">Dr. Bennabhaktula Lavanya</p>



<p><b>ERICSSH2237061</b></p>	<p>Associate Professor, Department of History, University College of Arts and Social Sciences, Osmania University, Hyderabad, Telangana</p> <p><b>Abstract</b></p> <p>Tribes are one of the diverse groups among the Indian population and Telangana has the distinction of having a large number of ethnic tribes. They remain disadvantaged mostly as they are considered as the lowest section of Indian society since ancient times. The tribes remain disadvantaged due to various factors like geographical and cultural isolation, lack of proper health facilities, inability to satisfy basic needs, lack of control over resources and assets, lack of education and skills, malnutrition, lack of shelter, poor access to water and sanitation, vulnerability to shocks, violence and crime, lack of access to proper infrastructure facilities and technologies and lack of political freedom. All these challenges can make their living a difficult task. Telangana state now represents a blend of modernity with Hyderabad being the hub of IT and other industries while interior districts have various tandas housing a large tribal population. While Adivasis are traditional forest-dwelling communities, Lambadas are a nomadic community and the major dominant tribal groups inhabiting the Telangana State. Women's questions have attracted the attention of social scientists who find plenty of areas still unexplored for researchers. The role and status of tribal women in society can best be understood within the cultural context by the operation of various historical, political and economic factors shaping the society within the frame-work of time. There are gradual changes in the status of tribal women as a result of modernization. Even though there is much advancement in the field of education, a large majority of tribal women remain tradition bound. The proposed Paper attempts to capture how the lives of the tribal women have been changing and what kind of roles they play within their exclusive tribal tandas as well as the so-called modern/urban societies to where they migrate in search of a livelihood.</p> <p><b>Keywords:</b> Lambadas, Tandas, Telangana, Tribes, Women</p>
<p><b>Yun Hsuan Chiu</b> <b>ERICBELLP2237060</b></p>	<p><b>Corporate Reputation and Job Pursuit Intention: The Mediation Effects of Organizational Attractiveness and Moderation Effects of Need for Cognition</b></p> <p>Yun Hsuan Chiu Graduate Institute of Human Resource Management, National Changhua University of Education, Changhua, Taiwan</p> <p>Hsiao-Ting Tseng Graduate Institute of Human Resource Management, National Changhua University of Education, Changhua, Taiwan</p> <p><b>Abstract</b></p> <p>The purpose of this study is to explore the correlation between corporate reputation, organizational attractiveness and job search intention; second, whether organizational attractiveness mediates the relationship between corporate reputation and job pursuit intention; and finally, to examine whether the relationship between corporate reputation and organizational attractiveness is affected by the moderating effect of high or low need for cognition. A total of 101 valid questionnaires, including 48 students and 53 workers. The hypotheses were tested by correlation and regression analysis. Our findings show that (1) the corporate reputation has a positive relationship between organizational attractiveness, (2) organizational attractiveness completely mediates the positive relationship between corporate reputation and job pursuit intention, (3) need for cognition does enhance the positive</p>

	<p>relationship between corporate reputation and organizational attractiveness, and the moderating effect is established.</p> <p><b>Keywords:</b> Corporate Reputation, Organizational Attractiveness, Job Pursuit Intention, Need for Cognition</p>
<p><b>Roberto Adriani</b> ERCICSSH2201054</p>	<p><b>Corporate Reputation in the Era of Fake News. Threats, Trends, and Techniques to Protect Brands</b></p> <p>Roberto Adriani Heritage House - PROI Worldwide and University of Milan, Italy University of Milan, Milan, Italy</p> <p><b>Abstract</b></p> <p>The paper aims to investigate the issue of fake news as a threat to corporate reputation and how companies can protect it. The analysis also takes into account the phenomenon of deep-fake, which is particularly sophisticated AI fake news based. This is not limited to textual reports, phrases or fake articles, but embraces totally false though credible videos. This type of fake news is particularly insidious, as it leverages on the more or less unconscious assumption that what is seen, for the mere fact of being seen, is much more credible and "true" than what is written. The paper then delves into the threat that fake news poses to corporate reputation, offering some examples. The literature indicates that not only can individually companies or brands be victims of fake news, but also - and perhaps more frequently - entire industries. The pharmaceutical industry illustrates this as it was already the subject of conspiracy theories, which then exploded during the Covid-19 pandemic. The literature seems to suggest two basic points. The first one is that fake news, including deep-fakes, is a serious threat to corporate reputation and to entire industrial sectors, as it is capable of inflicting considerable damage, including financial. However, companies are making constant progress in developing and refining techniques to monitor and combat fake news. From this point of view, it is also noted that if technology can help on the one hand to create misinformation, on the other hand it is a valid support in the fight against fake news. It can also be seen that single companies are usually more capable of reacting than industrial sectors, like that of pharmaceuticals which has been attacked by fake news and conspiracy theories for a long time.</p> <p><b>Keywords:</b> Corporate Reputation, Fake News, Deep-Fake, Crisis Communication</p>



**Ms. Saima Pervez**  
ERICSSH2201059

### **Role of Digital Media in Health Communication: With Special Reference to the Other Sex**

Ms. Saima Pervez

Research Scholar, Amity School of Communication, Amity University, Noida, India

#### **Abstract**

Construction of the meaning of gender and health in the minds of people through various technologies crafting and defining these terms is on the rise. One of the most all-pervading technologies is digital media. The penetration of digital media in various strata's of the society particularly women globally is a sudden onset in post-covid scenario. Digital media has been outpouring in different domains of communication. Transforming and impacting lives of different individuals in different dimensions. Digital media is progressively being used in public health and health promotion because of its capacity to remove geographic and physical access barriers. This paper aims to assess the effects of interactive social media interventions on health outcomes, behaviour change and health equity in the lives of women. Digital media helps to control social issue, produce, promote, and implant representations of imperative terms such as health and gender. This paper tries to identify the role and impact of digital media in the discourse of health promotion particularly in the world of the other sex in post-covid scenario. Paper illuminates the impact of digital media in health communication in the lives of women globally, particularly by digital media like Facebook, You Tube videos and Twitter. This paper is a secondary review paper and takes into consideration all aspects of the usage of digital medium for communication in the domain of health of women globally in the post covid set-up.

**Keywords:** Digital Media, Gender, Health Communication, Health



**Mozharul Islam**  
ERICSSH2201060

### **COVID-19 Pandemic: Virtual Education for Southeast Asian Students in Turkey**

Mozharul Islam

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#### **Abstract**

COVID-19 pandemic has dismantled the normalcy in the world. No single country has been spared. The confounded world at the beginning resorted to several measures to prevent the spread, and social and physical distancing was being known to be the most effective ones. These measures affected the learning process of millions of domestic and international students. Sizeable Southeast Asian (SEA) students are enrolled in different universities in Turkey. In compliance with the national, international, and WHO directives, universities switched their teaching and learning mode from physical to virtual presence. A relatively new mode of teaching/learning for many, this has tangibly affected the quality of teaching in terms of keeping the students and teachers motivated and making sure that the students can complete their degrees on the stipulated time. This research hence attempts to delve into the experiences and challenges (distance education, learning experiences, social life etc.) the SEA students studying in Turkish universities go through. This research is based on interviews with the Southeast Asian students selected through snowball sampling technique. The main finding of the research is that SEA students felt lonely and anxious during the pandemic time which had negative implications on their academic performance in virtual distance education. Therefore, due to their international student status, they could not properly deal with distance education and perceive it as ineffective and unproductive and nothing but a waste of time. Nevertheless, they consider distance education as a motivation to return to their everyday life. This research has



implications for the policy makers of the universities and stakeholders and for both receiving and sending countries.

**Keywords:** COVID-19, Social Distancing, Distance Education, Southeast Asian Students, University, Turkey



**Sara Zamir**  
**ERCICSSH2201062**

### **The Phenomenon of Social Boycott at Schools**

Sara Zamir

Management in Education, Achva Academic College, Israel

#### **Abstract**

The social boycott includes mainly emotional violence that can deteriorate to verbal and physical violence, occurring inside and outside schools. The aim of the study was to examine the phenomenon of class boycott in the elementary school, using a qualitative methodology. For this end, a qualitative methodology was used. The study population included 20 primary school teachers of different ages. Teachers' responses show that victims of the class boycott are generally different in appearances or behaviors. They tend to hide the boycott since they feel ashamed and terrified. It was found that the motives of the boycott organizer were insecurity and a desire for control. Teachers believe that the main tool for dealing with the class boycott is communication: class conversations as well personal talks.

**Keywords:** Social Boycott, Rejection, "Otherness", Communication

### **Open the Heaven's Door Against Still Behaviorism and Structuralism in Learning**

**Eri Kondo**  
**ERICBELLP2201054**

Eri Kondo

Local Government, Nagoya-City, Japan

#### **Abstract**

It's often argued that we have the order of language acquisitions in which we acquire questions including embedded questions and negations. However, hopefully I completely disagree with this opinion and I will defend my stand with valid arguments in this presentation. If so, we have to refute an old theory logically. To begin with, a negative transfer of L1 has been completely shone a glaring light on usages of second language under the onslaught of asking questions. Japanese might not acquire the functions of indefiniteness and definiteness correctly as the same thing as the Russians (Odlin, 1989). Furthermore, a positive transfer of L2 has been highlighted in the instruction to give opinions that learners can understand quite easily, which provides an illuminating discussion of how languages are acquired in the light of that opinion method. Basically, a transfer is psychologically defined as a training habit that a first task effects

	<p>on a second task (Kimball &amp; Holyosak, 2000). This presentation deals with the insight to rethink the curriculum that follows grammatical structures in the shadow of the drills that would make a habit in brains. In conclusion, research studies in a second language acquisition still remains in the dark about the extent of which teaching methods absolutely perpetuate convincing language acquisitions</p>
<p><b>Nina Helander</b> ERCICSSH2203123</p>	<p><b>The Role of Emotions in Value Creation in Digital Service Transformation</b></p> <p>Nina Helander Department of Information and Knowledge Management, Tampere University, Tampere, Finland</p> <p>Leena Mäkelä School of Art, Music and Media, Tampere University of Applied Sciences, Tampere, Finland</p> <p>Mika Boedeker School of Business and Services, Tampere University of Applied Sciences, Tampere, Finland</p> <p><b>Abstract</b></p> <p>Digital transformation is not only changing the way value is created in service encounters, it is also offering new ways to gather and analyses data of customer behavior and perceptions. This paper studies perceived customer value through a case study. The special focus is on studying the role of emotions in value creation in a data-centric, digitally transforming media context. This kind of approach will support the digital service development of organizations, which bravely seek for new kinds of innovativeness from the digitalization and are ready to look also the softer side of value even in the middle of digital technologies. This research is carried out as an empirical case study in media industry. The case is digital service development in a daily newspaper in Finland that looks for better customer engagement in their digital services. The case builds understanding on value creation through following research questions: a) what the key customer value determinants are enhancing customer experience in digital service context, and b) what the role of emotions in the customer perceived value is. Through the qualitative case study, this study contributes to value creation research stream by providing rich, empirical analysis of the role of emotions in digital value creation.</p> <p><b>Keywords:</b> Value Creation, Customer Experience, Emotions, Data, Digital Services, Media Industry, Qualitative Case Study</p>
 <p><b>Sohel Rana</b> ERCICSSH2203124</p>	<p><b>Education Underprivileged Street Children of Bangladesh</b></p> <p>Sohel Rana Voluntary Organization, Chayatal Bangladesh, Dhaka, Bangladesh</p> <p><b>Abstract</b></p> <p>I am just introducing about Bangladesh; Bangladesh is a densely populated country with populations about 190 million half of the population of Bangladesh are under the age of 18 who are considered as children and more than 25 million of them are under the age of 5 about 77% of children live in the rural areas and 23 live in the urban areas. One third of these children continue to live below the international poverty line. The violation of child rights is a common matter in to live below the international poverty line. The violation of child right is a common matter in Bangladesh. The children have basis right to education, balance diet, health and nutrition, protection, participation recreation, safe water, sanitation and hygiene. Most of the children of Bangladesh are deprived from this basic right. Our origination Chayatal Bangladesh</p>

	<p>has taken steps for schooling all the children and to decrease child labors and other child abuses. And we attempt has been made here to discuss the aspects of child right to create a child friendly environment in become adults through learning and life experiences. The social structures of Bangladesh have failed to give all the children a natural opportunity for growth. The age for admission to employment under different existing laws varies from 14 to 18 years under the new labor law, enacted in 2006. About 31% of the children of Bangladesh are involved in child labors and they are deprived form education and other child right. Sometimes the children are involving crimes of carrying arms, drugs and other illegal materials.</p>
<p><b>Jia Yin Lin</b> <b>ERCICBELLP2203141</b></p>	<p><b>The Study of Instagram Followings and Followers on Likes, Commenting, and Sharing Intentions</b></p> <p>Jia Yin Lin Business Administration Department, National Changhua University of Education, Changhua, Taiwan</p> <p>Su-Hui Kuo Department of Business Administration, National Changhua University of Education, Changhua City, Changhua, Taiwan</p> <p><b>Abstract</b></p> <p>The development of social media, along with the emergence of internet celebrities, has completely changed the way people interact, communicate and participate. Internet celebrities have brought consumers more and different interactive experiences with their ordinary, approachable and authentic personalities. Enterprises have also begun to convey Information about the brand by Internet celebrities. Among the many Internet celebrities, how companies should choose has become an important consideration. Therefore, this study explored the influences of followings and followers on likes, commenting, and sharing intentions on Instagram by using design of experimental method. The results showed that there is insignificant interaction between followings and followers on likes, commenting, and sharing intentions. The main effects of followings and followers are significant. The more followers or less followings were led to higher likes, commenting, and sharing intentions. The results provide the practice implications for companies to select Internet celebrities to endorse their products.</p> <p><b>Keywords:</b> Following, Followers, Likes, Commenting, Sharing</p>
<p><b>Ephraim Ibekwe</b> <b>ERCICSSH2203053</b></p>	<p><b>Questioning Science and the Auto-existence of the Soul</b></p> <p>Ephraim Ibekwe Department of Philosophy, Imo State University Owerri, Owerri, Nigeria</p> <p><b>Abstract</b></p> <p>Ab initio, the human soul is versely seen and treated as an abstraction that is religiously bounded on one hand while proving inconsistent with science on the other hand. This article advocates for a scientific case for the soul, even while it appears to be a herculean venture. Giving a scientific case for the soul hence provides first hand a foundation for discussions of the unique value of each individual. The problematic of ascertaining the existence of the soul is as a result of sophisticated advancements in contemporary physical science which has caused the questioning of everything that exists including man and his constitution. Hence, the existence of souls is implausible and any belief in such things is irrational. This belief is majorly championed by the logical positivists and materialists who are of the view that what is rational is the physical and nothing more thereby giving credence to the body while relegating absolutely</p>



	<p>the possibility of the existence of the soul. This article questions science's question on the existence of the soul. It draws our attention to existing cosmic realities and accounts for the soul, thus, insisting that the soul is an indispensable reality that does not even depend on the makings of the physical world or the sciences but is in itself not just a metaphysical reality but also a scientific reality.</p> <p><b>Keywords:</b> Science, Soul, Soma, Asoma, Personality and Psyche</p>
<p><b>Wongsakorn Choteviboonthanawong</b> ERICSSH2203057</p>	<p><b>Operational Issues and the Competitiveness Model of the Thai Community Enterprises</b></p> <p>Wongsakorn Choteviboonthanawong Communication Arts Program In Marketing Communication, The University Of The Thai Chamber Of Commerce , Thailand</p> <p><b>Abstract</b></p> <p>This study investigates the operational issues and the potential of community enterprises in thailand. It was found that most community enterprises struggle with multidimensional management issues. There are still issues within the community in group management and membership, marketing management, production management, and accounting issues. Strengthening leadership, systematic group management, developing skills and enhancing members' knowledge on marketing and technology use, establishing product standards, and concrete community enterprise development plans are the main guidelines and models required to develop community enterprises' potential. A model for community enterprises experiencing operational issues must be developed and adapted using these guidelines to increase competitiveness and survive in the face of changing global dynamics. The findings shed light on the approach and model of development used by successful community enterprises.</p>
<p><b>Esra Calis</b> ERICSSH2203058</p>	<p><b>Religiosity and Space: A Comparative Analysis of Living Room Decoration Patterns of Religious Families in Istanbul Across Two Generations</b></p> <p>Esra Calis Department of Cultural Studies, Istanbul Medeniyet University, Istanbul</p> <p><b>Abstract</b></p> <p>This Article Explores Living Room Decorations Among Religious Families Across Generations. The Primary Objective Of This Study Is To Investigate Whether There Are Differences In The Living Room Decorations Across Generations In Terms Of Distinctions Such As Traditional Versus Modern, Old Versus New, Inflexible Versus Open To Change. These Differences Are Discussed With Respect To Concepts Such As Religiosity, Cultural Memory As Well As Fashion, Modernity, And Gender. In This Direction, A Theoretical Framework Has Been Created By Using Symbolic And Interpretive Anthropology And Sociological Perspectives On Spatial Production. In The Study, In Which Participatory Observation / In-Depth Interview Technique Was Used, The Focus Was On The "Salon" The Living Room, Which Is The Exhibition Area And Mostly Used By Family Members. One Of The Most Notable Findings Of This Study Is That The Younger Generation Seems To Have More Flexible Patterns Than The Older Generation. It Has Been Observed That The Relationship Of The Older Generation With The Furniture Is A Spiritual Bond Based On Memories, And The Younger Generation Attaches Importance To The Functional Use Of Objects. Despite The Influence Of Fashion And Modernity, It Has Been Observed That Both Generations Watch Over Religious Sensitivities And The Manifestation Of Religiosity With Cultural Symbols Is Most Evident In The Practice Of Hanging Paintings.</p> <p><b>Keywords:</b> Religiosity, Intergenerational Culture, Spatial Culture, Cultural Symbol</p>
	<p><b>Online Marketing Communication of the Elderly Care Business in Thailand</b></p>

<p><b>Yossanan Kaeokomonman ERCICSSH2203063</b></p>	<p>Yossanan Kaeokomonman Marketing Communication, School of Communication Arts University of The Thai Chamber of Commerce, Bangkok, Thailand</p> <p><b>Abstract</b></p> <p>This Study Aimed To Examine The Online Marketing Communication Of 45 Private Elderly Care Facilities That The Ministry Of Public Health Licensed To Conduct Elderly Or Dependency Care Business And Adhere To The Department Of Business Development's Service Quality Requirements. Coding Forms Were Used To Collect The Data Concerning Motivation And The Marketing Communication Approach Used In The Online Channels. Statistics Used To Analyze The Data Comprised Of Frequency Distribution, Percentages. The Findings Revealed That The Majority Of Aged Care Facilities (86.67%) Used Facebook As Their Primary Marketing Tool, Followed By Websites (40.00%) And YouTube (35.56%). The Type Of Content Often Posted On Facebook Was Information To Promote Health Knowledge/Behavior (32.64%), Followed By Information On Quality Services, Awards, And Internal Affairs (21.97%) And Notification Of Significant Events (20.08%) And The Service Information Content (18.20%). The Most Common Communication Styles Were Photographs Depicting Events Within The Service Facility (18.20%), Text And Graphic Presentations (14.64%), And Video Presentations Of Service Facility Operations (11.72%). The Findings Illustrate How An Elderly Home Uses Digital Media For Advertising Itself.</p> <p><b>Keywords:</b> Online Marketing Communication Elderly Care Business.</p>
<p><b>Nutthapon Jitprapai ERCICSSH2203064</b></p>	<p><b>The Impact of Marketing Communication on Brand Equity: A Systematic Review</b></p> <p>Nutthapon Jitprapai Communication Arts Program in Marketing Communication, The University of Thai Chamber of Commerce, Thailand</p> <p><b>Abstract</b></p> <p>In Terms Of Promoting Brands And Increasing Their Brand Equity, Marketing Communication Has Had An Impact On All Sorts Of Companies And Marketing. The Objective Of This Study Is To Find, Evaluate, Summarize, And Synthesize Findings From Previous Studies That Looked At The Impact Of Marketing Communication On Brand Equity, As Well As To Categorize The Studies According To Brand Equity Components, Platforms, Social Media Dimensions, And Industry Type. According To The PRISMA Declaration, The Study Selection Process Is Defined. A Full-Text Search Of A Dissertation On Proquest Databases Was Conducted Using A Combination Of All Conceivable Keywords And Phrases. Clear, Detailed, And Predefined Eligibility Criteria Were Used To Find Research Relevant To The Topic. The Majority Of Research Has Indicated An Influence Of Marketing Communication On Brand Awareness, Brand Associations, Perceived Quality, And Brand Loyalty, With A Paper Publication Meeting Inclusion Criteria. Furthermore, This Analysis Found That The Online Platform Was The Most Popular Among Studies, That Numerous Industries Were Evaluated, And That The Majority Of Studies Reported The Five Dimensions Of Social Media. To Summarize, Marketing Communication Influenced CBBE Variables; Brand Awareness, Perceived Quality, Brand Association, And Brand Loyalty In Positively Way.</p> <p><b>Keywords:</b> Marketing Communication, Brand Equity, A Systematic review</p>
<p><b>Vardaan Shekhawat ERCICSSH220365</b></p>	<p><b>The True Nature of the Public Policy Challenges in West Africa: Flailing or Fragile States or Neithe</b></p>



	<p style="text-align: center;">Vardaan Shekhawat Design Thinking and Policy, African Development University, India</p> <p style="text-align: center;"><b>Abstract</b></p> <p>The Edifice Governing African Public Policy Draws Its Linkages From Deeply Rooted Socio-Cultural Relationships. These Relationships Therefore Become An Essential Stand-Point To Analyze, Understand And Break-Down Ubiquitous Social And Policy Problems In African States. The Background Of The Study Derives Academic Inspiration From Contemporary Policy Challenges In Developing States Including Problems Of Hygiene, Weak Institutions, and Corruption Amongst Others. While It Is Easier And Best To Approach Policy Dynamics State-Wise, Our Study Reveals Some Ubiquitous Policy Dynamics That Have Been Observed Throughout The Region Under Study. Through The Theoretical Arguments Presented In The Paper An Attempt Is Made To Understand The True Nature Of West African States And If They Are Flailing States, Fragile States Or Neither. This Categorization Is Imperative For Initiating Future Academic, Development And Welfare Work In These States.</p> <p><b>Keywords:</b> Public Policy, West Africa, African Studies, Fragile States, Flailing States, Economy, International Relations, State Theory.</p>
<p><b>Saman Dizayi</b> <b>ERCICSSH2203068</b></p>	<p style="text-align: center;"><b>Immigration and Identity Question in Contemporary Novel</b></p> <p style="text-align: center;">Saman Dizayi Department of Translation Techniques, Erbil Polytechnic University, Erbil, Iraq</p> <p style="text-align: center;"><b>Abstract</b></p> <p>The cardinal objective of this research is to examine identity issues among immigrants as depicted in contemporary novel. it utilizes the most recent literary masterpieces like "exit west" by mohsin hamid, "refuge" by dina nayeri, and "americana" by chimamanda ngozi adichie. the analysis is in conjunction with the contentions of edward said and homi bhabha, preeminent theorists who argued that immigrant and refugee identity issues in their theoretic publications and applied them to literature and politics. specific objectives of this paper are to delve into the nature of identity crisis as portrayed in literature, to understand how multiculturalism triggers identity crises, and to understand the perspectives of individuals on identity crises and their coping mechanisms. the methodology conducted in this research will analyze how dina nayeri, chimamanda ngozi adichie, and mohsin hamid portray identity crises in the contemporary world and explore their parallelism to the real world. the process will constitute analyzing the characters' cultural backgrounds and contrast them to the dominant cultures of host countries. it will also analyze the errors in cognitive processing of the cultures as the authors articulate them to understand the core causes of cognitive dissonance. understanding how the conflict affects individual behavior and comparing it to reality will be part of the research.</p> <p><b>Keywords:</b> Immigration, World Literature, Contemporary Novel, Identity Question</p>
<p><b>Ronnaphop Nopsuwan</b> <b>ERCICSSH2203069</b></p>	<p style="text-align: center;"><b>The Influence of Gastronomic Culture in Thailand's Three Southern Border Provinces.</b></p> <p style="text-align: center;">Ronnaphop Nopsuwan The Communication Art Faculty, University of the Thai Chamber of Commerce, Bangkok, Thailand</p> <p style="text-align: center;"><b>Abstract</b></p> <p>Food culture has a great impact in langkasuka. the influence of diverse gastronomic cultures has resulted in three southern border provinces of thailand that seem to be noteworthy in food characteristics, flavors, and presentations, eating methods, and cooking. the point of the study</p>



	<p>is to research into the origins of langkasuka food from numerous ethnic groups in the past who have been connected with the langkasuka kingdom. 50 papers published between 2016 and 2020 that were searched with the term "langkasuka food" were considered from a review of the literature and synthesis of international research based on qualitative research principles. the langkasuka gastronomic culture was determined to have originated from a wide variety of ethnicities and cultures, including javanese, malay, chinese, arab, persian, and portuguese, and has been carried down to the present day. langkasuka cuisines is separated into appetizers, main dishes, desserts, and beverages, with the most similarities to javanese culture, next came influences from india and china. arabic, malay, and portuguese total 44 menus.</p> <p><b>Keywords:</b> Langkasuka Food, Food Culture, Cultural Food Identity, Gastronomic Culture</p>
<p><b>Sidanuch Kittisareekul</b> ERCICSSH2203070</p>	<p><b>How to be Graceful Aging: A Literature Review</b></p> <p>Sidanuch Kittisareekul School of Communication Arts, University of the Thai Chamber of Commerce, Thailand</p> <p><b>Abstract</b></p> <p>The purpose of this research, titled "elements to glorious aging: a literature review," is to promote dignified maturation. By conducting a systematic search of an electronic database, the researcher did a qualitative analysis of the data. Quality of life research from 2015 to 2020, 40 individuals, 20 quantitative investigations. 11 qualitative studies and nine mixed-methods studies were conducted using a literature review as a research technique. The data collection shows that there are four components to elegant aging: components economy (income, social welfare, and public health) 2. The makeup of the body (health, exercise and eating beneficial food) 3. Psychological subsystems (awareness of self-worth) 4. Social components (relationships with others) relationships with members of one's family) in the future, questions may be created using this data.</p> <p><b>Keywords:</b> Graceful Aging, Review of Literature.</p>
<p><b>Linus Okereke</b> ERCICSSH2203072</p>	<p><b>Sustainable Development and Social Welfare</b></p> <p>Linus Okereke CEO, Oasis Global Help Foundation, Lagos, Nigeria</p> <p><b>Abstract</b></p> <p>Sustainable development is a normative concept which involves trade-offs among social, ecological and economic objectives, and is required to sustain the integrity of the overall system. This is usefully formalized in terms of a social welfare function which is based on an aggregate of individual preferences and, as a prerequisite of intergenerational equity and overall system integrity, on a set of sustainability constraints. A 'sustainability-based social value function' is proposed to integrate these issues, and to go beyond traditional conceptions of sustainability that are either based on a value principle of maintaining some aggregate of capital ('weak sustainability'), or stationary-state criteria of maintaining social, ecological and economic assets constant over time ('strong sustainability'). Along with individual preferences and macroeconomic objectives, the proposed welfare function integrates principles of basic human needs ('critical economic capital'), integrity of the ecosystem ('critical ecological capital') and the socio-cultural system ('critical social capital'). This implies restrictions of the social opportunity space within which sustainable development can proceed and the new value function is defined.</p>



**Kamara Kusupa**  
ERICSSH2203076

### **Harmonization of Interest Between the Rich (Developed) Countries US/Europe and Poor (Developing) Countries of Africa**

Kamara Kusupa  
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#### **Abstract**

The failure of policies in developing countries ends with affecting directly the lives of the people and cause suffering to the mass, in some countries wrong results has caused hatress and enmity between the rulers and the ruled. why is it necessary to harmonize interest between different people at all levels beginning with national level up to international level? because problems which are caused by the failure of policies from these powerful organs the world bank and the imf which are being imposed to developing countries may instigate the poor to rebel.

**Bussababun Chaisiri**  
ERICSSH2203087

### **A Systematic Review of the Research on Self-Defense against Rabies Knowledge, Attitudes, and Practices**

Bussababun Chaisiri  
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#### **Abstract**

Rabies is a highly infectious illness that may be transmitted between people and animals. it is a long-standing public health issue that requires immediate collaboration from all sectors. the world health organization is attempting to eliminate. the illness due to a lack of treatment. each patient with this condition is doomed to death. nevertheless, this may be avoided. by bringing dogs in for rabies vaccinations. this review of the literature was conducted in a methodical manner. it is a computer-based search. the aims are to synthesize self-defense knowledge, comprehension, and conduct in order to produce an effective medium. the evaluation includes ten quantitative studies, three qualitative studies, and mixed studies. there are seventeen tales in all, for a total of thirty. the findings indicate that people have incorrect assumptions and attitudes. lack of awareness and engagement in rabies prevention contributes to the inefficiency of rabies prevention and control activities. further study and development of health media should be encouraged in order to make information, attitudes, and self-defense actions more appealing and accessible to a broader range of target populations.

**Keywords:** Knowledge, Behavior, Attitude, Rabies, Literature Review.

**Parinya Nilrattanakul**  
ERICSSH2203074

### **digital marketing communication: the direction of successful business**

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#### **abstract**

the digital world and the internet gave a strong impact on the world of marketing. the traditional marketing system (offline) has switched to digital (online) so the development of information technology is necessary for the community to support a variety of business activities both large and small. one of them is using digital marketing in the marketing system of a business unit to increase sales volume and the number of consumers that affect competitiveness in global competition because technology will facilitate human work in meeting their needs related to the development of business units. digital marketing was driven by the need to compete in the more competitive market that forces entrepreneurs to adjust themselves to consumers, who



	<p>defined the current market. entrepreneurs must understand and accept the processes of digital marketing more to develop a business that influences customer accessibility and reduction of business costs and contribute to planning to increase the business competition more effectively. the objective of integrated marketing communications is brand equity. this is achieved by integrating a variety of communication equipment efficiently and in full to access the target group specifically with the type of communications suiting their interests at an appropriate time and through an appropriate channel example using online media, it can be a website, social networking, e-mail, blog, and even applications. furthermore, marketing changes lead to the redesigning of marketing communications. formerly, marketing communications were aimed at a large number of target groups. therefore, organizations should focus on digital marketing communications development to communicate and to educate about products or services, opinions feedback channels including to create marketing activities of organizations that can be consistent with consumer needs.</p> <p><b>keyword:</b> Digital Marketing, Marketing Communication</p>
<p>Suwalak Kongsamut ERCICSSH2203088</p>	<p><b>The Process of Creating Personal Brand Thai Business Men</b></p> <p>Suwalak Kongsamut Marketing Communication, University of Thai Chamber of Commerce, Thailand</p> <p><b>Abstract</b></p> <p>The process of creating personal brand Thai business men Suwalak Kongamato (Arts of marketing, university of thai chamber of commerce) This research is mixed-method research examining the process of personal brand building for Thai businessmen from the various business industries. The researcher conducted data collection through an in-depth interview. Data analysis was carried out concerning ethics in human research, which was verified by the board of trustees. The results found that the process of personal brand building consisted of 4 main procedures: (1) Discovery, which means the searching for the potentials and outstanding personalities such as tone, character, experience, personality trait, and skills; (2) Creation, that is undertaken by the assistant or personal secretary through the identification of major potentials and turn them to a real identity. This includes setting target groups, building credibility, creating physical evidence through the illustration of successful business professionals; (3) Communication, which is conducted through persuasion, impression, and trustworthiness to the target audience. This emerged to loyalty by building a connection with the target audience and engagement, such as the storytelling of daily life and social activities via own communication channels and public relations; and (5) Standard maintenance, this is performed by themselves, their assistants, or personal secretaries, who are responsible the personal brand creation. It consists of maintaining positive traits and satisfying results with a consistent basis after the personal brand is evident and strong.</p> <p><b>Keywords:</b> building a personal brand, personal brand, businessmen.</p>
<p>Adekunle Saheed Ajisebiyawo ERCICSSH2203103</p>	<p><b>Social Media Influence and the “Endsars Protests” of 2020 in Nigeria</b></p> <p>Adekunle Saheed Ajisebiyawo Political Science &amp; Public Administration, Igbinedion University, Okada, Nigeria</p> <p><b>Abstract</b></p> <p>This paper examines the “#endsars” protest movement and the role played by use of social media sites such as facebook and twitter for coordination and mass. the #endsars protest is led purely by youths, fueled by social media, and organized without a formal leadership structure. in the previous years of the political history of nigeria, the ongoing protests are the sort of</p>



	<p>environment that would have inspired a military coup. the #5for5 demands of the #endsars protest resulted in an immediate concession from the government, however, the implementation of their demands remains to be seen. the style of the #endsars protest may inspire copycat youth-led, social media-fueled, and leaderless protests across west africa, ushering in a new type of protests in the region. the paper concluded that with the increasing use and spread of the internet in the country the platform of social media will increasingly be used to put pressure on government to address more public issues.</p> <p><b>Keyword:</b> Protest, Endsars, Social Media, Nigeria, Activism, Youth, Information</p>
 <p><b>Aminu Fagge Muhammad</b> ERICSSH2203116</p>	<p><b>Public Debt Management in Nigeria: Pre and Post Debt Exit Crisis</b></p> <p>Aminu Fagge Muhammad Department of Economics and Development Studies, Federal University Dutse, Jigawa State, Nigeria</p> <p><b>Abstract</b></p> <p>In an emerging economy like nigeria, public debt remains a significant means of financing development plans. however, following the debt crisis in nigeria which lasted for about twenty-five years and the subsequent exit from the paris club in 2005-2006, efficiency and effectiveness of public debt management, has remained major concern among policy makers. the study evaluated the role institutions in the management of public debt in nigeria before and after the exit from the paris club in 2006. this study was situated within institutional frameworks. the debt management office act of 2003 and the fiscal responsibility act 2007 provided the context for the institutional analyses. the two acts of parliaments provided a rule-based management of the public debt. the study found out that, the transition from the discretionary to a rule-based fiscal system/operation has not taken place after the country's exit from the paris club. this is because the rules, as contained in the fiscal responsibility act of 2007, were not strictly adhered to. thus, public debt management during the post-debt relief period remained discretionary. the constraints to institutional change may be linked to the conflicting interests between the debt management office (dmo) and fiscal responsibility commission (frc). the asymmetrical relationship with the federal ministry of finance (fmf) as superior to the chief executives of the dmo and fiscal responsibility commission limits their abilities to efficiently discharge their mandates. as a result, public debt stock and public debt service has grown significantly after the exit from the paris club. this has, therefore, sown the seed of future public debt crisis in nigeria. based on the findings from the study government should strictly comply with the provisions of section 42 of the 1999 constitution of the federal republic Of Nigeria On Borrowing As Is Contained In The Guidelines Of DMO Act And FRA.</p> <p><b>Keyword:</b> Public Debt Management, Debt Crisis, Pre-Crisis, Post Crisis, Nigeria</p>
<p><b>Zakaryya Abdelhady</b> ERICSSH2203121</p>	<p><b>Institutions Introducing Islam to Communities in the State of Qatar Challenges and Prospects</b></p> <p>Zakaryya Abdelhady College of Sharia, Qatar University, Doha, Qatar</p> <p><b>Abstract</b></p> <p>the current situation indicates that the state of qatar has long given special attention to the development of institutions introducing islam, and presenting its message, thought and doctrine at both local and global levels. this early interest comes in response to multiple and unprecedented islam phobic attitudes that are increasing day by day and directed towards both</p>

	<p>muslims and islam. such attitudes do not stop at distorting islam by claiming that it is outdated and in contradiction to contemporary life or showing muslims as terrorists, extremists, or bloodthirsty. it is not an exaggeration to say that such feelings and attitudes are nourished by western media, and find support and justification from politicians, elites and organizations that favor the nation islamic hostility, and the events in new zealand and what preceded and followed it are only natural reflections of this hostile stance. in this context, the role of introducing islam comes in confronting islamophobia and spreading the concepts of civilized islam, which establishes the consolidation of the values of dialogue as an alternative to conflict and understanding as an alternative to antagonism. these efforts coincided with the nature of qatari society and its openness and interacting with others, as well as the role of centers in introducing islam and its message through different languages by highlighting the tolerant features of islam for people in our present age.</p> <p><b>Keywords:</b> Institutions Introducing Islam -State of Qatar- Challenges- Prospects- Islamophobia</p>
<p><b>Mohammed Al Rezan</b> ERCICSSH2203054</p>	<p><b>Challenges and Complexities of Terms and conditions in the Digital Ecosystem: Use of Icons as an Alternatives</b></p> <p>Mohammed Al Rezan Law School, University of Malaya, Kuala Lumpur, Malaysia</p> <p><b>Abstract</b></p> <p>Ordinary subscribers face difficulties in understanding legal language, jargons, legislation and contract terms included in the privacy policies or terms of services used in the digital services, especially in mobile applications. in particular, software developers are expected to include simpler language to comply with the legal provisions, and the users demand clearer language in the privacy policies or terms of services of the apps to provide informed consent. this paper reviews two projects that aim to simplify legal languages, one for developers and one for users. the primary aim of these projects is to encourage the use of clearer legal language and to provide reforms and proposals to improve current practices. it has been revealed that each of these efforts to simplify legal language are applied to specific categories and narrow fields, and do not replace the original legal documents.</p> <p><b>Keywords:</b> Legal Language, Mobile Apps, Developers, Users, Icons, Guideline</p>
 <p><b>Kanyakit Keerati-Angkoon</b> ERCICSSH2203055</p>	<p><b>Entrepreneur Characteristics and Management Competency towards Agricultural Cooperative Organizational Success in Thailand</b></p> <p>Kanyakit Keerati-Angkoon Faculty of Business Administration for Society, Srinakharinwirot University, Thailand</p> <p><b>Abstract</b></p> <p>The purpose of this study was to verify the effects of antecedent factors which are entrepreneur characteristics and management competency toward the consequence factors which are operation success of agricultural co-operative in thailand. As a research tool, questionnaires were mailed to the sample groups and the complete 357 of them were returned. The multiple regression analysis was used for analyzing data. The results of the study showed as following: 1) diversity entrepreneur characteristics in term of leadership, interpersonal relations, taking risk, goals-setting; 2) diversity management competency in term of good operation systems, accounting and financing systems, technology management affected the agricultural co-operative organizational success. Therefore, enterprises should set systems work in organization especially accounting and financing systems, adopt information technology for managing an organization. In addition, manager should improve entrepreneur's skill on</p>



	<p>leadership, interpersonal relations, and taking risk for achievement and increasing competitive advantage.</p> <p><b>Keywords:</b> Entrepreneurs Characteristics, Management, Competency, Agricultural Co-Operative.</p>
 <p><b>Leah Gaines</b> ERICSSH2203075</p>	<p><b>Turns Black Skin White”: Status, Black Women, and Early 1900s American Beauty Advertisements</b></p> <p>Leah Gaines Interdisciplinary Studies, University of Central Florida, Orlando, United States</p> <p><b>Abstract</b></p> <p>Black women in America have been at the crux of many intersections of oppressions and expectations. Often, this is manifested through beauty standards that privilege Eurocentric features. American society often uses such standards to determine whether black women are deserving of respect, equal treatment, and human decency. This public conversation on what is, or is not, appropriate for black women’s social value connects to a long historical discourse centering black women and beauty. considering early 1900s American beauty advertisements, this presentation serves to explore some of the ways that beauty has been advertised to black women under the guise of equality, social mobility, and respectability. Some of the questions that this presentation will answer include: 1. during the early 1900s, what were some of the beauty products and practices advertised to black women? 2. How do the advertisements promote social, political, and/or economic equality, justice, and/or citizenship? 3. What do these beauty advertisements, articles, and discussions tell us about societal expectations and perceptions of black women and beauty? To collect data for this research, i used the college online databases for access to proquest black historical newspapers. Searching the newspaper for beauty advertisements, i looked for articles published during the early to mid-1900s that would provide insight on societal standards and perspectives of beauty. Ultimately, the findings share that a specific beauty was a way to first class citizenship, a new ethnic identity, and cleanliness. This understanding of what beauty was for black women was heavily influenced by white supremacy, the social construction of race, and racism. considering historical practices of determining beauty and access to opportunity, this research calls for the challenging of current and future societal definitions of beauty, the politics of respectability, and the way that race is either privileged or deemed unworthy in society.</p> <p><b>Keywords:</b> Black Women and Beauty, Politics of Respectability, Beauty Standards, First Class Citizenship, Critical Race Theory.</p>
 <p><b>Mandakini Thakur</b> ERICSSH2203095</p>	<p><b>Patterns of Everyday Technology: Impact of Electricity, Bicycle, Sewing Machine and Typewriter in Colonial Punjab</b></p> <p>Mandakini Thakur STI Translation and Facilitation Division, Punjab State Council for Science &amp; Technology, Chandigarh, India</p> <p><b>Abstract</b></p> <p>Colonial Punjab in the late nineteenth and the first half of the twentieth century was characterized by considerable socio-economic change. Much of this was due to the introduction and adoption of new everyday life technologies. Both in urban and rural areas, the life of the average person was impacted by the arrival of a number of novel and modern goods from all over the world. The objective of this research article is to discuss the impact of novel technology of electricity and associated items like the electric fan and bulb and everyday machines of</p>



	<p>bicycle, sewing-machine and typewriter on the colonial Punjabi society. The article is a part of my Ph.D. Thesis on 'technology and the colonial Punjab: impact on society'. The methodology used is analytical, comparative and multi-disciplinary. The study reveals that within a short span of time, electricity and everyday machines successfully perforated all sections and made life easier and comfortable for the general public. The bicycle and sewing machine and typewriter empowered people in general and women in particular, making them move freely and also helping them to earn livelihood. The Indian reform organizations started advocating sewing machine for Indian women's upliftment. The successful assimilation of everyday western technologies was perhaps one of the best positive outcomes of colonialism which gives credibility to the fact that technology when used for welfare is always progressive.</p> <p><b>Keywords:</b> Everyday Technologies, Colonial Punjab, Electricity, Bicycle, Sewing Machine, Typewriter</p>
 <p><b>Alexia Ferguson</b> ERCICSSH2203102</p>	<p><b>The Black Lives Matter Movement and Human Rights Efforts</b></p> <p>Alexia Ferguson Undergraduate Student of the Ronald E. McNair Post-Baccalaureate Achievement Program, Siena Heights University, Adrian, United States</p> <p><b>Abstract</b></p> <p>This research examines the unique aspects of the black lives matter movement to consider if the model, including the structure, goals, and political actions, has the potential to inform other human rights efforts. Critical race theory is utilized to understand the significance of the movement. Secondary data from the black lives matter movement is analyzed to identify connections to prominent human rights theories, such as universalism, cultural relativism, and communitarianism. This project uses archival data and secondary sources to consider the effectiveness of the black lives matter movement along with other human rights models. This study found that components of the black lives matter movement, including its decentralized structure, goals of equality for people of color, and its ability to work with individuals and political actors, can be replicated in numerous cities and countries across other civil rights movements. This is partly due to the leadership of the movement being community-based, informed by modern technology, globally recognized, and political. Activists and academics can use the information to understand the challenges and benefits of using the black lives matter movement as a model. Addressing human rights issues is a complex and daunting task. It is essential that activists and academics recognize how communities and political actors can create change to inform human rights campaigns.</p> <p><b>Keywords:</b> Social Justice, The Black Lives Matter Movement, Human Rights, Universalism, Cultural Relativism, Communitarianism, Critical Race Theory.</p>
<p><b>Achille Tsana</b> ERCICSSH2203119</p>	<p><b>Federalism in Cameroon: Evolution and Prospects</b></p> <p>Achille Tsana Public Finance and Taxation Department, University of Mons, Mons, Belgium</p> <p><b>Abstract</b></p> <p>Since the independence and the 1972 referendum, Cameroon has experienced major jurisdictional transformation. Passing from an Unitarian federal system to a decentralized governance, it adopted a structure in which several decentralizations are implemented. Yet, essential principles such as fiscal autonomy and local government budget independence, as well as enforcement of budget discipline over budget misuse, are imperfectly adopted. Moreover, Cameroon society and diversity provides an argument for a federalism that accounts for this</p>

	<p>specific environment. We therefore provide evidence, using both empirical and theoretical public finance literature, that fiscal federalism and decentralization could overcome growing concern over local development. If autonomy and responsibility are key drivers in the process, first generation theory says little about jurisdictions interdependency and falls short on the essential question of local specificity. Therefore, we reckon such pitfalls and mobilize second generation theory to demonstrate the relevance of fiscal accountability, local preferences, and both local and federal structures capable to enforce discipline and sufficient public good provision at both levels. However, we also provide evidence that if both theories are worth considering, the Cameroonian case misses local decentralizing on several aspects: low level of fiscal autonomy, dysfunctional checks over local and federal budgets and transfers, territorial discrimination of equalization. If Cameroon is willing to adopt a federal structure, it might then account for its population diversity, geographical and linguistic constraints, and develop check and balance mechanisms resilient enough to pave the way for local development and effective public good provision.</p>
 <p><b>Afeez Ademiju</b> <b>ERCICBELLP2203051</b></p>	<p><b>Economic Effects of the Covid-19 Pandemic on Entrepreneurship and Small Businesses</b></p> <p>Afeez Ademiju Account Department, Obafemi Awolowo University, Teaching Hospital, Ile Ife, Nigeria</p> <p><b>Abstract</b></p> <p>The existential threat to small business, based on their crucial role in the economy, is behind the plethora of scholarly studies in 2020, the first year of the covid- 19 pandemic. Examining the 15 contributions of the special issue on the “economic effects of the covid- 19 pandemic on entrepreneurship and small businesses,” the paper comprises four parts: a systematic review of the literature on the effect on entrepreneurship and small businesses; a discussion of literature strands based on this special issue; and some ideas for post- pandemic economic research. Responding to covid- 19 involves not just shielding small business jobs, supporting entrepreneurship, and raising government debt but also creating productive entrepreneurship and resilient location-specific entrepreneurial ecosystems. The covid- 19 pandemic is an unprecedented challenge for small business that also brings new market opportunities. The papers in this special issue of small business economics journal aim to shed light on the economic effects of the covid- 19 pandemic by looking at the macro – and microeconomic effects on entrepreneurship and small businesses as well as the role of financial support policies and well-being in both developed and developing countries. Future research should focus on the role of digitization and financial mechanisms supporting small business during crises.</p>
<p><b>Sumaira Kayani</b> <b>ERCICBELLP2203057</b></p>	<p><b>Social Support Affecting Adolescents’ Physical Activity through Mediation of Self-Efficacy and Motivation</b></p> <p>Sumaira Kayani Department of Psychology, Zhejiang Normal University, Jinhua, China</p> <p><b>Abstract</b></p> <p>In Pakistan, most of the adolescents in schools are inactive, associated with lack of motivation, and parental influence for physical activity. Social support, motivation and exercise self-efficacy could influence adolescents’ participation in physical behaviors. This study evaluates adolescents’ perceptions of social support, exercise self-efficacy, and motivation, then explores the impact of parents, teachers and peers/friends on physical activity through motivation and self-efficacy. A random sampling approach in cross-sectional design was used to recruit 629 school adolescents. Information on demographics factors, social support, motivation, and self-</p>



efficacy was explored through questionnaires. Results show that physical activity was positively predicted by social support, self-efficacy, and motivation. Further, social support and physical activity were significantly mediated by self-efficacy and motivation. However, the mediation effect is partial as the direct effect remained significant after the mediation analyses. Social support, self-efficacy, and motivation are essential to promote physical activity among adolescents in Pakistan. The study suggests developing effective intervention at cognitive and interpersonal factors to increase school based physical activity.

**Keywords:** Social Support, Physical Activity, Self-Efficacy, Motivation, Adolescents



**Richard Opoku**  
**ERCICBELLP2203070**

### **The Impact of Covid-19 on Ghana Business and its Sustainability**

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#### **Abstract**

Businesses have been exposed to various challenges during the global pandemic, and their response to this disruption has affected their resilience as well as their chances to overcome this crisis. Small and medium-sized enterprises (SMEs) are changing their business models in order to adapt to this changing environment. Service-based industries have been hit particularly hard. This research investigates how SMEs operating in service industries have been coping with the disruptions caused by the covid-19 pandemic. This research aims to gain insights into which transformation drivers they have focused on and which technologies they have selected as a means to respond to the disruption. These insights regarding SMEs are then explored according to their influence on the redefinition of sustainable business models in SMEs. The review data was analyzed via a customized research framework that contains three dimensions and 30 sub-concepts. The results show the distribution of drivers and technologies across service sectors. They are organized into a business model canvas and could be considered useful for academia and practitioners. The highly unpredictable environment allows for only a few feasible strategic approaches regarding an SME's decision on to follow incumbents, to become a challenger, or to reinvent themselves based on their own transformation drivers and readiness to apply digital technologies. The global health crisis that started in 2020 impacted businesses of all sizes and in all industries. Although some industries have shown a certain level of resilience or even found a new operating niche, most small and medium-sized entrepreneurs in the services industry found themselves in "new normal" operating environments. The negative impacts of the pandemic have been reported in all spheres of life, and have had economic, political, social, and psychological consequences. However, the strongest impact has been on human health and the perception of human health. In order to slow down the pandemic, several countries have suspended business activities, and have adopted social distancing in order to reduce human-to-human transmission of covid-19. This has led to lockdowns, reductions in consumption, the closure of communities, and the elimination of businesses. Numerous economic experts see this pandemic as a metaphorical "black swan" event, "that is, a surprising, unpredictable event of great significance and severe consequences that dramatically changes the political and economic environment" that may cause business failures. Technology professionals refer to this as a global disruption, which can be seen as an opportunity or as a challenge to transform business models or implement new technology as a support for business processes. Regardless of their size, numerous companies, large, medium, and small, are, "succumbing to the effects of the coronavirus". The year 2020 has been projected to "set a record for so-called mega bankruptcies" of many companies moreover, as mentioned, "things have changed, and the future is uncertain"





Satya Prakash Mehra  
ERCICBELLP2203076

## Customary and Indigenous Laws in Conservation. Understanding Biodiversity through Eco-Cultural Aspects

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### Abstract

The modern world is facing many challenges, most of which need immediate attention. Alike issues of the conservation and the climate change, the challenges such as poverty, unemployment, and women empowerment are at the priority of every nation. All such challenges are covered in agenda 2030 which includes 17 sdgs with 169 targets. Every sdg is linked in one or the other way with other sdgs. The success of the targets of the sdgs depends on the approach undertaken by the global community to overcome the modern world challenges. The global community is divided on the economic status. The conditions of the poor communities are critical, especially in the developing and underdeveloped nations. Most of these nations belong to asian, african, and south american continents. The nations from these continents owe rich natural heritage and cultural diversity. The eco-cultural cultural ethos embedded in their indigenous customs and traditions of these nations have the global relevance in the age of information of the modern world. The solutions of the environmental challenges exist in the cultural roots of the nation. The present investigation is an attempt of the authors to highlight the concept of eco-cultural ethos from one of the developing nations of the world, i.e. india. India is one of such nations which inhabit diverse eco-culture.undoubtedly, conservation involves social dimensions connected to the local ecological setup. The concept of 'aranya sanskriti' (forest culture) and the 'prakriti purush' (nature and man) deeply embedded in the rituals and conventions of the indians depict its eco-centric approach. Indian customs describes the symbiotic relationship between human and nature through its customary activities and rituals. Based on the traditional conservation practices, the community manages its natural heritage. There are the diversity of customs and traditions which result in vividness in the conservation practices. Thus, the socio-ecological systems could be used for site-specific conservation programs and the policies. This investigation outlined the principle of the use of traditional knowledge and the customary actions of different geographic areas. Especially the talk discussed the issues pertinent to the three pillars with the main focus on the eco-cultural practices linking the biodiversity and livelihood. The conservation approaches, international networks and the indian perspectives were discussed. The case studies of the efforts undertaken for the world bank project based on the eco-ethos of the target nation were discussed with the aim of the sustainability of all the pillars. The primary aim of such investigation is to document the conservation practices inherited in the culture of different communities and to discuss the modern relevance of such actions. Further, using the eco-cultural ethos, the authors tried to inculcate the need of the site-specific models of enviropreneurship from the scientific and social research as carried out by the author and his team in different parts of rajasthan (india) such as abu hills (sirohi), kumbhalgarh (udaipur/ rajsamand), chak ramnagar (bharatpur) and ravine area (dholpur) in the first decade (the 2000s) and executed in the second decade (the 2010s) of 21st century (2005 to 2018). The globally applicable site-specific models represented the cultural and traditional linkages of community with the components of nature. These linkages were used for livelihood generation of the local people especially who has the traditional talent and skills without formal education. The execution of such approach led to the ownership and the importance of every individual and the respective community to the global community.

	<p>It was observed that modern conservation actions overlook indigenous eco-centric customs and traditional values, rendering the followers to break the natural bonding and the inter-relationship of the residing population of the humans with their natural set up. Thus, it is the time to pay due respect to the customary and indigenous traditions to revive the symbiotic bond of “man and nature” and include them in the national policy of the respective country</p>
 <p><b>Johannes San Miguel Giralt</b> ERCICBELLP2203088</p>	<p><b>Warning! Proportionality is Pushing Parties' Agreement away in International Investment Arbitration. Comments on the Case Occidental V Ecuador and Current Challenges</b></p> <p>Johannes San Miguel Giralt Faculty of Jurisprudence, Social and Political Sciences, University of Guayaquil, Guayaquil, Ecuador</p> <p><b>Abstract</b></p> <p>In november 2015 the icsid case occidental v ecuador came to an end with one of the highest figures to pay in investment arbitration, setting a new binding precedent: the termination of a contract by public authorities is disproportionate and a breach to the fair and equitable treatment even if it is a contractual right covered by a previous party' agreement. This allegation has been held in disregard of several facts: the lack of accuracy, certainty and objective criteria for a full proportionality scrutiny; the lack of distinction between acts de iure gestionis according to the terms mutually agreed upon by both parties in contract and acts de iure imperii. Additionally, arbitrators did not take into consideration that proportionality was initially meant to protect fundamental rights, the hardship to measure and balance undefined legal categories, the non-fundamental nature of the investor's rights and the most important: proportionality blocks roleplaying and market efficiency, promoting moral hazard. These shortcomings were present yesterday and are more relevant in the current post-pandemic, peace-threatened world context.</p>
<p><b>Dr. Navneet Singh</b> ERCICBELLP2203099</p>	<p><b>Indic Script Machine Transliteration Model from a Persian-Arabic</b></p> <p>Dr. Navneet Singh Punjab Institute of Oriental &amp; Indian Languages, Punjabi University, Patiala, India</p> <p><b>Abstract</b></p> <p>The indian subcontinent is one of the unique parts of the world where languages are written in different scripts. it is in punjabi, for example, written in gurmukhi script (a left-to-right script based on devanagari) in indian east punjab and in pakistan's west punjab, it is written in shahmukhi (a right to left script based on perso-arabic). this is also the case with other languages like urdu and hindi (although they have different names, they are the same language but are written in forms that are not understood). similarly sindhi and kashmiri languages are written in both persian-arabic and devanagari scripts. thus transformation between persian-arabic and indic scripts is in dire need of developmental transliteration tools. in this paper, we present a machine translation system from indo-arabic to indic script, which can convert text written in indo-arabic script to indic script sharing the same language with high accuracy. this tool can replace the language with the word and letter market to p-transfer hybrid system cafe polyclinic writing. the system responds to the need to pass a script and a script category into the main code, algorithm and screen system and create a cafe language for the database, mapping a single script. the system has been extensively tested in punjabi, urdu and sindhi languages and has been enhanced with other regional and regional companies like konkani. the indian subcontinent is one of the unique parts of the world where languages are written in different scripts. punjabi, for example, is spoken by millions of people, but in the indian east punjab (20</p>



	<p>million) in the gurmukhi script (a left-to-right script based on devanagari) and in the pakistani west punjab (80 million). it is written in shahmukhi (right-to-left script based on persian-arabic). while in the dialect, punjabi spoken in the eastern and western parts is understood in written form, it is not so. this is also the case with other languages like urdu and hindi (although they have different names, they are the same language, but like punjabi, they are written in forms beyond mutual understanding). hindi is written from left to right in devanagari script, urdu is written from right to left in arabic script of persian script. in this paper, we present sangam, a persian-arabic to indic script machine transliteration system that can combine high-precision text in an indic script written in persian-arabic script with the same language. the system has been successfully tested on punjabi (shahmukhi-gurmukhi), urdu (urdu-devanagari) and sindhi (sindhi parso arabic - sindhi devanagari) languages and can be easily extended to other languages like kashmiri and konkani. one should note that the transliteration model presented in this paper can neither be categorized as forward nor as backward since it is concerned with script conversion in same language, so the usual techniques for forward or backward transliteration cannot be applied here and we have to develop a special methodology to handle the transliteration issues related to conversion between scripts of same language.</p> <p><b>Keywords:</b> Language, Linguistics, Literature and Culture, Ethnography, Punjabi, Gurmukhi</p>
 <p><b>Vikas Zakde</b> ERCICBELLP2203107</p>	<p><b>Social and Emotional Competence - Learning Problems Among School Children</b></p> <p>Vikas Zakde Psychology Department, MGM University, Aurangabad, Maharashtra State, India</p> <p><b>Abstract</b></p> <p>Social And Emotional Learning Is The Process By Which Children And Adult Learn To Understand And Control Emotions, Preserve Helpful Relationships, And Make Dependable Preference. Personality Of Successful Social And Emotional Learning Programs Performance Strategies And State And District Policy That Support Social And Emotional Learning Programming Teacher And Classroom Strategy That Give To Social And Emotion To Learning And Outcomes Of Social And Emotional Learning Among Different Student Populations And Settings. Social And Emotional Learning Programs Vary Significantly In Their Hypothetical Base, Design, Supports, And Activities. Adopting Classroom Social And Emotional Learning Programs And Practices Is The First Step In Creation Student Social And Emotional Competence A Priority. Using An Evidence-Based Social And Emotional Learning Program Offers Much Compensation, Including A Organized Theoretical Framework, Supportive Materials And Prepared Activities, And Direction For Implementation, Assessment, And Evaluation An Awareness Of The Effective Components Of Social Emotional Learning And Is Important When Selecting An Learning Social And Emotional Program For A School Or Society.</p> <p><b>Keywords:</b> Emotional Competence, Social Competence, Education, Learning.</p>
<p><b>Jia Yin Lin</b> ERCICBELLP2203141</p>	<p><b>The Study of Instagram Followings and Followers on Likes, Commenting and Sharing Intentions</b></p> <p>Jia Yin Lin Business Administration Department, National Changhua University of Education, Changhua, Taiwan</p> <p><b>Abstract</b></p>



	<p>The development of social media, along with the emergence of internet celebrities, has completely changed the way people interact, communicate and participate. internet celebrities have brought consumers more and different interactive experiences with their ordinary, approachable and authentic personalities. enterprises have also begun to convey information about the brand by internet celebrities. among the many internet celebrities, how companies should choose has become an important consideration. therefore, this study explored the influences of followings and followers on likes, commenting, and sharing intentions on instagram by using design of experimental method. the results showed that there is insignificant interaction between followings and followers on likes, commenting, and sharing intentions. the main effects of followings and followers are significant. the more followers or less followings were led to higher likes, commenting, and sharing intentions. the results provide the practice implications for companies to select internet celebrities to endorse their products.</p> <p><b>Keywords:</b> Following, Followers, Likes, Commenting, Sharing</p>
<p><b>Reem Alqahtani</b> <b>ERCICBELLP2203052</b></p>	<p><b>the impact of renewable electricity generation on employment at the state level</b></p> <p>reem alqahtani economic, taif university, taif, saudi arabia</p> <p><b>abstract</b></p> <p>this essay examines the impact of energy production from res on employment in the electricity sector for a panel of 50 states over the period of 1990 to 2017. while significant attention in the literature has been given to the impact of energy consumption from res and non-renewable energy sources (nres), this research will investigate the impact of energy production on state level economies to avoid the electricity loss because of transmission and distribution. the choice of the time period for the empirical work is significant because there has been an actual and recognizable application of green energy sources in the electricity sector (menz and vachon 2006, 1786). important to note here is that there is no data for the years before 1990 for electricity generation data for res, which limits the scope of this work to a certain degree. the reason for using the state level data is that each state in the u.s. has its own economy, resources, policies, population, business climate, and characteristics. thus, it could be more accurate to look at each state independently rather than dealing with aggregate numbers for the whole country. if the results of this study show an improved economy for these states as a result of devoting more resources to generating energy from res, the results may inspire leaders in the states to support policies that encourage increasing renewable energy use. a distinction between whether a state is an oil-producing state or a non-oil-producing state is considered when examining the impact of production of the res on employment. this essay looks at the impact of ren on the employed as percent of civilian non-institutional population (n) measured as total employed individuals divided by the civilian non-institutional population. by using fixed effect estimations with state-fixed effects and time-fixed effects to estimate the impact of ren on n, this essay finds that ren has a statistically significant and positive impact on employment of each state. the positive impact of ren on employment includes both states that produce oil and states that do not produce oil. these findings indicate the importance of increase in the use of res in the electricity sector because it creates new jobs, which improves the employment in each state.</p>



**Caleb Opoku Mensah**  
**ERCICBELLP2203053**

**Big Data Characteristics and Innovation Performance in Small and Medium-sized Enterprises (SMEs) During COVID-19 Pandemic: The role of the Big Data Team**

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**Abstract**

It is well-documented in literature that one major challenge facing small and medium-sized enterprises (smes) is resource constraints. this affects smes' potential for innovation, as innovation is resource intensive. the woes of smes have worsened with the advent of covid-19 pandemic, which has had a great toll on even large firms. to survive the competition, it is expedient that smes find more creative and innovative ways to operate. the study examines the association between the big data characteristic and innovation performance in selected manufacturing firms in ghana as well as the mediating role of the big data team in this relationship during this covid-19 pandemic. this provides a new perspective to the ongoing debate on the big data innovation nexus globally. using data from 43 accidentally selected manufacturing firms from greater accra in a structural equation model, the study confirms that big data characteristics positively influence innovation performance in manufacturing firms. various validity and reliability tests were run before testing the significance of the various hypotheses of the study. however, velocity and volume are negatively associated with innovation performance in these firms during global crisis such as covid-19. finally, the sophistication and skill levels of the big data team positively mediate the relationship between big data characteristics and innovation performance. therefore, management should prioritize the employment of a highly skilled big data team to benefit from all the characteristics of big data. further, firms should consider the long-run benefits of big data analytics over the initial cost of investment.

**Keywords:** Big Data, Big Team, Innovation, Performance, Covid-19; SMEs, Ghana

**Yuyu Zheng**  
**ERCICSSH2203132**

**Unconventional Revisionist Power: The Rise of an Assertive China in Discourse**

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**Abstract**

As china became more powerful internationally, scholars started to evaluate whether it was a revisionist or a status quo power. The present study discusses the idea of revisionist and status quo power, linking it to the concept of narrative, and analyses china's intentions at the four levels of the state narrative: understanding of self; perceptions of self-image; recognition of norms in interaction; and the projection of national values to others. By using recent official discourse in china, this study argues that china is constructing a Chinese story to its population of the ccp's legitimacy while at the same time convincing the other states of its non-revisionist and peaceful intention as it grows in influence. In its dissatisfaction and willingness to act according to the official discourse, china has shown itself to be a revisionist power masquerading as a status quo power.

**Keywords:** China, Revisionist Power, Narrative.

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